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“CLEANER PRODUCTION INITIATIVES AND CHALLENGES FOR A SUSTAINABLE WORLD”

## **The Social Construction of Garbage: A Social Analysis of Representations Over the Issue in the Messiah Targino City (RN)**

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### **Abstract**

Assuming from the axiomatic assumption that the garbage is something established historically and also can vary according to the culture that generates itself, likewise, it also receive a symbolic treatment and differentiated according to social group that manipulate them. These assumptions were checked (in fact) during the field research with social segments of the Messiah Targino city (RN). In this context, the main worry of this study was to analyze social representations of the local population (examined) about the physical accumulation of garbage in the city. The systematization of this evaluation was made using collected data during the field observation and semi-structured interviews, in which represent that the population is performed in relation to litter the symbolic point of view when it is related to esthetics issues, and from the material point of view once related to issues of public policy. Based on the results, we conclude that there are garbage in two intertwined and inseparable stories: concerning the meaning and the material object as well.

**Keywords:** *Garbage; Social representation; Messiah Targino City (RN).*

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