

EXTRACT

Health, complies with the requirements established by the social representations theory to be the object of representation: being understood inside the thought of common sense as an object, existing circulating, significant and interchangeable information between the subjects and groups whose quantity and quality makes its objectivation and anchoring possible, and being the object of sense in a complex subjective iconography whose cognitive raw material is found in the biography of the subject, in a multiple informative support and a knowledge spread through different points of the social geography. In contemporary society, health is built as an aesthetic: health as a representation has become along the western culture into an apostasy of the body, either as a container for the evil and impure or as a projective objective of itself; and in a sophism, in a constant renunciation of what one is, in the search for an ideal model, an aesthetics of body and soul desired, and for which disdains the real body-soul. The social representation of health turns on three representation axes: the health as a state, the health as a strategy and the health as an institution. As part of the study, we proposed to identify the social representation about health that poses a group of

elder people of the city of Valencia through the realization of eight discussion groups. In the elderly the body is a real construct container of the experience and without any further ideal reference in terms of their aesthetic construction that the body itself and this determines their notion or notions about health. The elderly narrated their experience in health as the arguments of their whole life. Taking the word stimulus, health was branching out a discursive tree around which moves another series of concepts whose final combination bring us closer to the subjective model of the term health. Health is taken as "thing" that you "have" and "lose". "Have it" or "lose it" is closely associated with the habits of life inside which "feeding" charges, between the others, the biggest force. The presence of the expression "to be able" denotes the strong bond that the elders establish with the physical and mental aptitude to be able to carry out with any type of activity independently. The presence of "disease" expresses the notion of loss of health. The "conformity" on the other hand turns out to be intensely associated with the impossibility of change of health conditions as the age advances.