

News about stress in printed media: biological, psychological, social or biopsychosocial approaches

Notícias sobre o estresse na mídia impressa: abordagens biológicas, psicológicas, sociais ou biopsicossociais

Noticias sobre el estrés en medios impresos: enfoques biológicos, psicológicos, sociales o biopsicosociales

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ABSTRACT: This study analyzes the historical-scientific evolution of the term stress in print media, according to the emphasis placed on different conceptual approaches - biological, psychological, social and biopsychosocial, through content analysis. This is a qualitative research analyzing news published in the main journals of the State of Espírito Santo, Brazil, from January 2015 to April 2017. It is noticed that there was evolution of health models in the twentieth century in the biological and psychological approaches to stress, which still predominate in print media to the detriment of the social approach. However, the possibility of expanding health actions is envisaged, based on the incorporation of a biopsychosocial approach to stress in community contexts, in order to enable interventions that overcome reductionism and fragmentation. Thus, understanding stress from

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a more integrative perspective, including psychosocial aspects, can be transformed with greater interaction between media and communities.

Keywords: Communication Media; Physiologic Stress; Psychologic Stress; Occupational Stress; Holistic Health; Health and Communication.

RESUMO: Esse estudo analisa a evolução histórico-científica do termo estresse na mídia impressa, de acordo com a ênfase colocada em diferentes abordagens conceituais - biológica, psicológica, social e biopsicossocial, por meio da análise de conteúdo. Trata-se de uma pesquisa qualitativa em que se analisam notícias publicadas nos principais periódicos do Estado do Espírito Santo, Brasil, no período compreendido entre janeiro de 2015 a abril de 2017. Percebe-se que houve evolução dos modelos de saúde no século XX nos enfoques biológicos e psicológicos sobre o estresse, que ainda predominam na mídia impressa em detrimento da abordagem social. No entanto, se vislumbra a possibilidade de expansão das ações de saúde, com base na incorporação de uma abordagem biopsicossocial do estresse em contextos comunitários, a fim de possibilitar intervenções que superem os reducionismos e fragmentações. Assim, a compreensão do estresse em uma perspectiva mais integradora, incluindo os aspectos psicossociais, pode ser transformada com maior interação entre mídia e comunidades.

Palavras-chave: Meios de Comunicação; Estresse Fisiológico; Estresse Psicológico, Estresse Ocupacional; Saúde Holística; Comunicação em Saúde.

RESUMEN: Este estudio analiza la evolución histórico-científica del término estrés en los medios impresos (prensa gráfica), conforme el énfasis puesto en los diferentes enfoques conceptuales -biológico, psicológico, social y biopsicossocial, a través del análisis de contenido. Se trata de una investigación cualitativa en la que se analizan noticias publicadas en los dos principales periódicos del Estado de Espírito Santo, Brasil, en el período comprendido entre enero de 2015 a abril de 2017. No obstante la evolución de los modelos de salud en el siglo XX, los enfoques biológico y psicológico sobre el estrés todavía predominan en los medios gráficos en detrimento del enfoque social. Sin embargo, se vislumbra la posibilidad de ampliación de las acciones en salud, a partir de la incorporación de un abordaje biopsicosocial del estrés en los arreglos comunitarios, a fin de posibilitar intervenciones que superen los reduccionismos y fragmentaciones acerca de la comprensión de las enfermedades relacionadas con el estrés desde una perspectiva biológica a una visión más integradora, incluidos los aspectos psicossociales con la colaboración de los medios.

Palabras clave: Medios de Comunicación; Estrés Fisiológico; Estrés Psicológico; Estrés

INTRODUCTION

The concept of stress is polysemic in contemporary times. Currently it can be characterized by the process in which environmental demands stimulate or exceed a subject's adaptive capacity and may lead to the risk of disease^{1,2}. In human populations, stress is considered a worldwide epidemic experienced by modern civilizations due to lifestyle changes, impermanences, acceleration and disruption of values³.

Stress studies began with Hans Selye^{1,4}, mainly based on the physiological aspect. However, in the 20th and 21st centuries the theoretical foundations of stress have been pointed across disciplines with different methodological traditions and different levels of analysis^{2,5}. Therefore, it is proposed that stress be understood as a set of construct conceptual approaches^{2,6,7}.

It is known that stress sizing has been influenced by the impacts of technological advances experienced and imposed on humans, which are determined by situations in the three spheres: bio, psycho and social^{2,4}. Thus, the conceptual approaches (biological, psychological and social) comprise multiple stress-related manifestations, constituting an important theoretical basis for studies. The biological sphere includes food, physical activity and health; the psychological sphere includes psychic awareness and self-knowledge; and the social sphere refers to chaotic traffic, contact with violence, crime².

Favorably, the scientific and economic interest has been increasing around the subjects associated with stress, as it is also verified the relations between the high index of medical licenses and absenteeism in the work environment related to the complaints about the stress in the medical consultations⁸.

Unfavorably, in the field of health, a duality is prevalent in relation to the treatment given to those living in stressful situations, since a division between body and mind is considered, preventing the integration of the biological, psychological and social spheres². This fragmentation has been reinforced by the approaches used by the media on the subject^{9,10}.

It is possible that the media have a relevant role in relation to the theme of stress. In this sense, the field of Communication and Health offers the opportunity for a dialogue between the new configurations on the theme. From the assumption of the three approaches to stress: biological, psychological and social, which, on the one hand, fragment the theme, on the other hand, classifies it didactically, in this way one can infer and propose a biopsychosocial approach regarding stress in search for a more integrative and intercessory science, in which all life situations are interconnected².

The biopsychosocial health model advances in relation to the biomedical model with the adoption of a multisystemic, interactive and multivariate orientation among professionals, scientists and opinion makers, with a perspective of transdisciplinary action within universal health systems⁷.

When it comes to health in general, and particularly stress, the process of communication means much more than transforming behaviors and making information available. It is about the production of meanings and popularization of various links between science, health care, prevention, politics and lifestyles for the population¹¹. From this perspective, this study is anchored in the field of Communication and Health which emerges as a composition formed at the interface between these two fields: Health and Communication. It is consolidated not as subfields of each area with its own specificities, but as a set of problems, objects, theories and methodologies that are common to both¹².

The field of Communication and Health covers various fronts of actions and studies, from interpersonal communication, health campaigns, mass communication to new media, among others^{12,13}. The interface of journalistic coverage of topics of interest to public health has been the subject of relevant field study in recent years^{14,15}. However, it is noteworthy that the relationship between health and the media, as well as the newsmaking process are complex and multifaceted, which permeate aspects related to the productive routine of newsrooms; the ideological bias of the media; the news criteria; the journalistic culture that prioritizes the extraordinary and the present, and the biomedical and marketing biases prevalent in the health field itself¹⁶.

Thus, the study starts from the attempt to broaden the discussion from the perspective of Communication and Health, from the biomedical model to the biopsychosocial model to understand the health-disease process, aiming at the deconstruction of the image that the disease (particularly stress) is biological, to a more integrative view including psychosocial aspects¹⁷.

From the assumption of the three stress approaches that, on one hand, fragments the theme and, on the other hand, classifies it didactically, one can infer and propose a biopsychosocial approach to stress that seeks a more integrative and intercessory science, in which all situations of life are interconnected. The biopsychosocial health model advances in relation to the biomedical model with the adoption of a multisystemic and multivariate orientation among professionals, scientists and opinion makers, with a perspective of transdisciplinary action⁷. Within universal health systems, the biopsychosocial model has assumed great repercussion from the contributions that emerged human areas of knowledge and the interactive and systemic views of health¹⁸.

In this context, some questions arise: how are the approaches (biological, psychological, social or biopsychosocial) of stress being spread by the newspapers? Is there a predominance of the framing of the theme by the media?

Thus, this article aims to analyze the dissemination of stress in the print media in the state of Espírito Santo, Brazil, according to the different conceptual approaches: biological, psychological, social and biopsychosocial.

METHODOLOGY

This is a qualitative exploratory study, developed in partnership with the Espírito Santo Regional Media Health Observatory (OSM-ES) of the Federal University of Espírito Santo (UFES), which follows and critically analyzes the ways in which communication build content on health topics and which has a collection of news from newspapers printed in its database¹⁹.

The study was conducted in the state of Espírito Santo-Brazil (ES), territory of coverage and circulation of selected journals, from January 1, 2015 to April 30, 2017. In ES, stress was classified as the sixth disease most reported in the main state newspapers (A Tribuna and A Gazeta), in the period 2011-2012²⁰. In the context of the global economic crisis, which has been most noticeable in Brazil since 2015, it has been found that the topic of stress and its implications for population health has increased its media visibility as news about unemployment, violence and poor living conditions, resulting from the crisis in the country. Between February and April 2017, according to the Brazilian Institute of Geography and Statistics²¹, unemployment reached 13.6% of the Brazilian population, reaching the largest contingent of unemployed people (jobless and in search for a job) since 2012²². Therefore, the time frame of the research privileges this context, in line with the closing period of data collection from the doctoral research that gave rise to the present work.

It is noteworthy that Espírito Santo is a Brazilian state in the Southeast region of Brazil, which corresponds to 0.54% of the country's extension and has 1.9% of the Brazilian population. The main work activity is the export of iron ore, agriculture and livestock, with the Human Development Index (HDI) of 0.74% compared to other states of the country²³.

The journals analyzed were the newspapers A Tribuna and A Gazeta. These newspapers represent the two most popular journals in the state, with outstanding circulation and current similar publication profiles. These media analyzed convey information / news at the state level, although they are fostered by news from national (and sometimes international) databases, which are reproduced. For the present research, we analyzed the news of the print version of these journals, through a database that digitally contains these journals in full format in pdf format - Portable Document Format.

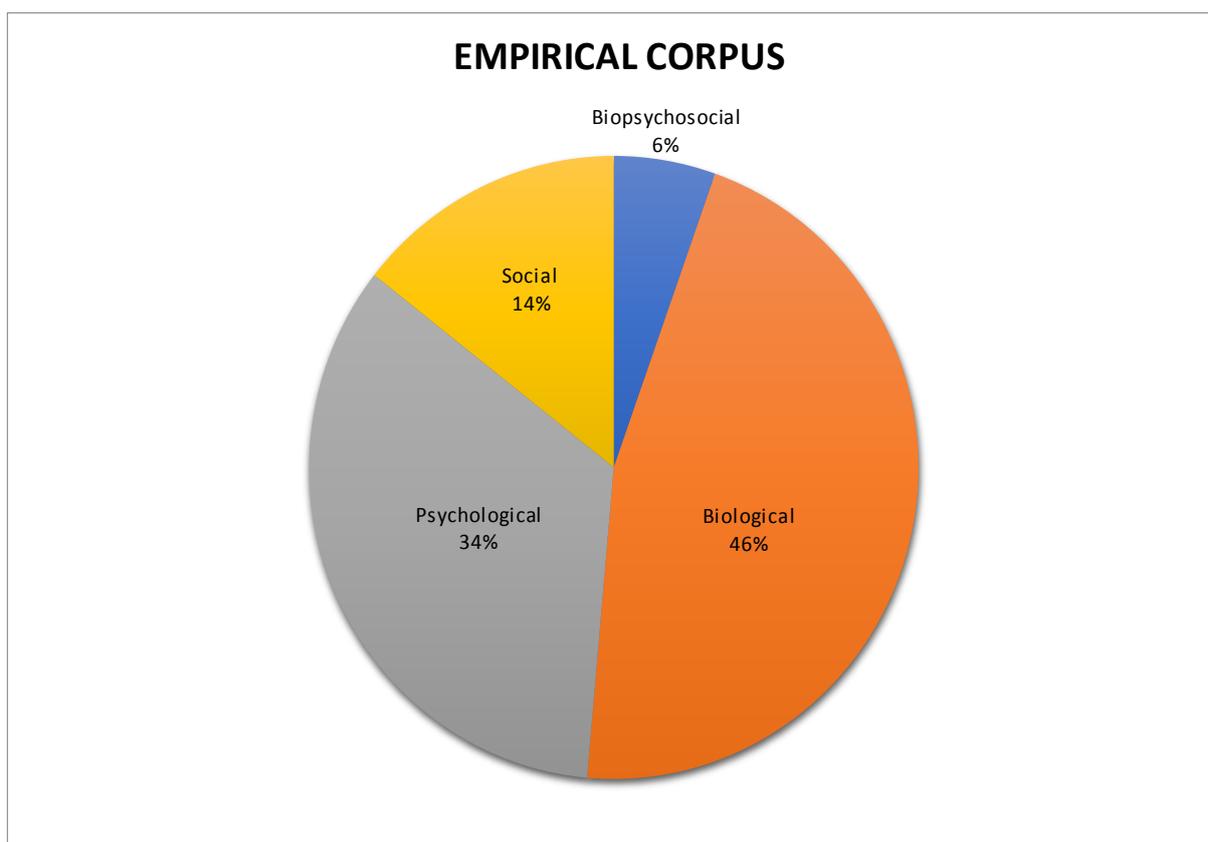
Data collection was performed in five steps: 1. Collection of news about stress in OSM-ES, in the period of interest and definition of analytical categories defined a priori; 2. Selection of news to be analyzed by inclusion and exclusion criteria; 3. Categorization of news by the technique of Content Analysis from reading the full article.

In the first stage, the collection was performed by searching for news that had the radical “stress” and its derivatives with the help of the program Adobe Acrobat Reader DC. This program has the word / term finder as one of its tools and allows you to find all stress news, totaling a sample of 727 news, disregarding news that cited stress in irrelevant context, such as advertising, event promotion, synonym words, classified, animal health, among other contexts not linked to human health. The analytical categories defined for this study, according to the conceptual approaches of stress described in the scientific literature, were: biological, psychological, social and biopsychosocial.

In the second stage, all 727 stories were read in their entirety and news were excluded in which it was not possible to clearly define which type of approach the subject referred to ($n = 369$), which stress was not a central theme ($n = 180$) or that the term stress had no meaning according to the theoretical approaches proposed in this study ($n = 67$). Thus, after applying these exclusion criteria, the empirical corpus was 111 news, qualitatively analyzed.

In the third stage, the 111 stories were inserted into the MAXQDA qualitative data analysis program (software for qualitative data analysis and mixed methods in scientific research, available as a universal application for Windows and macOS operating systems, developed by VERBI Software in Berlin, Germany), Version 2018, which assisted in the categorization process, via computer, allowing the visualization of the code frequency and creation of graphs and diagrams, helping the researcher to analyze with less chance of bias²⁴. The categorization occurred from the Content Analysis, advocated by Bardin²⁵ and Turato²⁶.

This categorization process allowed the news to be included in its respective conceptual approach to stress, as follows: 51 biological stress news (46%); 38 of psychological approach (34.2%); 16 with social approach (14.4%); and 6 reports of biopsychosocial stress approach (5.4%), as shown in figure 1.

Figure 1.

OSM-ES is approved to conduct its research through opinion CAAE 58948516.5.0000.5060 of the Research Ethics Committee of the Health Sciences Center of the Federal University of Espírito Santo, in accordance with Resolution 466/2012 of the National Council of Health, Brazil.

RESULTS/DISCUSSION

The articles were analyzed, of which, after applying the exclusion criteria, totaled 727 news items. It can be seen that the year with the highest frequency of news was 2015, with 339 news, followed by the year 2016, with 290 news. In 2017, 98 news items were found, with an average of 30 news items per month, which mentioned the term stress.

With regard to the **biological approach** to stress, 51 (7.0%) news items were classified in this category. Regarding the stress presented by the media according to the **psychological approach**, there were 38 (5.2%) news. The stress in the **social approach** presented 16 (2.2%) news. A special category (not considered in the literature) was elaborated from the data analysis, classifying stress according to the **biopsychosocial approach**, which totaled 6 (<1%) news.

In 369 (50.7%) news items it was not possible to clearly define the type of approach referring

to stress. In 180 (24.7%) news items, stress was not a central theme of the article. And in 67 (9.2%) news items, the term stress had no defined meaning according to the theoretical approaches proposed in this study. Thus, the empirical corpus of this study totaled 111 articles.

After a global analysis of the news, the categories appeared in the following order: the biological, followed by the psychological, social and, finally, the biopsychosocial category. This showed how the media, as in the Health Sciences, the social and biopsychosocial context ends up being in the background, emphasizing the physiological / biological and psychological aspects.

The selected excerpts were included in the categories only after reading the full context of the news to show how the media represents stress.

Biological Stress Approach

The biological approach to stress (n = 51 news; 46%) relates to the physiological aspects described by Selye^{1,4} about changes in the developing organism when subjected to circumstances requiring adaptation effort, or as a response not body specific to any demand causing chemical and structural modifications in the body.

Broadening the perspective, Cooper; Cooper; Eaker²⁷ criticizes the work of Selye⁴ considering his theory too biologizing, treating stress as a stimulus-response, without taking into account the psychic and social conditions that the subject can act to adapt the situation, recognizing it, and even changing it to better act on the environment. In this approach the psychological and social impacts of stress and the conditions to recognize it are not taken into account. This can be exemplified in the excerpt:

Cancer is a cell growth that can start with stress. (A Gazeta, 8/16/16)

In this section, cancer is perceived as a cellular disease, which arises from a lack of control over cell growth attributed to stress and as a multifactorial disease. According to Reiche; Nunes; Morimoto²⁸ it affects the immunological processes that modulate the existence of the tumor, in addition to affecting the situations that articulate the development of somatic mutations and consequently genomic instability. There are also biological processes such as harmful DNA increase, DNA modifications and inhibition of apoptosis and variability in the clinical course of neoplasms.

Simonton; Matthews-Simonton; Creighton^{29,30} verified the appearance or evolution of neoplasms associated with stress intensity and heredity. They recall that in subjects with cancer their immune system reacts according to their emotional state, strengthening or suppressing their activity. In this case, the authors make an association between biological and psychological aspects.

The National Cancer Policy Board of the United States describes the symptoms of stress patients experience: tiredness and fatigue, insomnia problems, pain, altered body image, fear of metastasis, anxiety about therapeutic forms, sexual dysfunction, change in role. social feelings, forebodings, negative thoughts and fear of death. These authors relate all biopsychosocial aspects to cancer and not only the biological^{31,32} as can be exemplified in the news below:

Common risk in old age is increasingly present also among young people, infarction can be prevented with a series of good (and easy) attitudes. Cardiologists say: Exercise, healthy eating, and stress avoidance are critical to heart health. (A Gazeta, 08/14/2016)

In this case, the news links stress as a risk factor for stroke taking into account aspects related to social and psychological life, including exercise, eating and stress in general. Puttini, Pereira Junior, Oliveira³³ shows that the biomedical model within the biological approach still predominates, since the percentage of times the word biomedicine and similar was cited is even higher than the biopsychosocial one. Another finding is that hours of study of physiological disease in medical education in the US, for example, is still prevalent.

Reporting to Guiddens³⁴ and Castiel^{9,10} it can be seen that they criticize and interpret that most health initiatives consider mainly the biological aspect, relegating the psychological aspects and, finally, the social aspects.

Generally, the biological, physiological or biochemical approach present in the theoretical assumptions of stress is based on models of physical and natural sciences where the emphasis is on quantitative techniques and methods. However, the biopsychosocial approach focused on changes in health behavior and less accurate lines of human thinking make propositions for a more subjective methodology.

The analysis of the news allows reflection on the possibility that the printed newspaper has great responsibility in offering the population information that transforms the attitude of the population to improve their quality of life and health³⁵. In the social imaginary about health the biological aspect prevails over the other aspects. Historically, this highlight comes from the still hegemonic biomedical model. However, stress has also been widely reported in the late 20th century in a sense of psychological change.

Psychological Approach to Stress

Psychological approach to stress (n = 38 news; 34.2%), according to Zille; Hoffmann³⁶ is concerned with cognitive variables, such as the behavior of the subject and their perception of the environment, which will influence the picture presented by stress. The five divisions of stress in this approach give different connotations.

The first is the **psychosomatic** aspect, which considers the aspects of body and mind, having as its main representative Cooper; Cooper; Eaker²⁷ and Kaplan; Sadock³⁷. This approach can be illustrated in the following excerpt:

“Ten minutes of stress makes immunity fall [...]. Vitiligo, psoriasis, dandruff and hair loss are diseases that are influenced by immune and emotional factors,” said Isabela. For the general practitioner and gastroenterologist [...], the human being is intoxicated with drugs [...]. With this, the immunity of the population is dropping considerably. Drug abuse makes the immune system wanting, not reacting when needed. (A Tribuna, 11/29/2015)

The second, **interactionist**, is represented by Lazarus³⁸ linked to the influence of the environment on the subject affecting him psychologically, being more recently described by Zille; Braga; Marques³⁹, who emphasize that it depends on how the subject perceives this medium, both consciously and unconsciously, as well as what meaning it gives to the environment changes. The following is representative of this perspective:

The gynecologist and sexologist [...] explained that the treatment is to seek to reduce the couple's stress, to do sexual and psychological therapy. “When a person has been having sexual dysfunction for a long time, they may not be able to improve, even if the stress is removed.” (A Tribuna, 10/27/2016)

The third strand, the **behaviorist**, considers two types of behavior: the most impulsive and the most balanced⁴⁰, as can be illustrated by the following:

“Expectations for change cause anxiety, which, if left untreated, can climb steps that lead to more serious disorders such as depression, panic disorder and posttraumatic stress,” explained psychoanalyst Paulo Miguel Velasco. (A Tribuna, 6/7/2015)

The fourth strand related to work **psychopathology**, in which Dejours⁴¹ theories stand out, determines that working conditions and work organization can trigger stress:

“I had a panic attack because of stress due to work overload. Along with that I had personal problems. I made a deal and I left the company.” Now the young woman says she's fine. She said she still takes anxiolytics to reduce anxiety, but is gradually reducing her dosage. (A Tribuna, 07/17/2015)

And the last strand, **social psychology**, relates the culture, beliefs and values of the subject to health, trying to understand interpersonal relationships³⁹, as the following passage suggests:

...stress education, sense of well-being, strengthening social bonds and motivation are some of the benefits of faith listed by professionals in treating illnesses such as depression. (A Tribuna, 11/25/2015)

In these aspects, the imbalance between the levels of tension that the subject receives from the social environment is related to his psychological and physical capacity to support it, presenting

the manifestation of stress⁴².

According to Benavente et al⁴³ noted that aspects that alter the psychological state of subjectivity include lack of sleep due to some aspect related to study, employment, family conflicts or debts.

According to Thompson⁴⁴; Araujo; Cardoso¹² the media can influence the formation of thoughts, opinions, attitudes and behaviors. Changing the modes of communication and the way people relate is a process that has consolidated the power of mass media in the production of subjectivity. However, what is important to note is the discourse that reinforces the relations of power and domination. Stressful situations that pass through stress have ceased to be part of written discourse only to be part of a social practice in which stress has become an interesting product for the sale of medicines, the need for further consultation and even refuge for religiosity. In this sense, a significant portion of the Brazilian population still does not understand the expanded sense of health, seeking quick and provisional solutions in care.

Social Approach to Stress

In the conception of Samulski; Nasturtiums; Nitsch⁴⁵ on the social approach to stress (n = 16 news; 14.4%) conceives the subject's worldview of social reality and confirms that stressors come from the environment and reflect social, cultural conditions in the daily life and the subject's work, or psychosocially. As it is verified in the passage:

Family difficulties and stress experienced in childhood could accelerate aging in adulthood, [...].

[...]

For the period prior to 18 years, as stressful situations were considered the financial difficulties at home, the fact that the family has been evicted, the father loses his job or one parent is an alcoholic or a drug addict. (A Gazeta, 10/19/2016)

Thus, individuals during their life cycles (childhood, adulthood, old age) are subject to stress and the social factors that trigger it such as: family crises, financial problems, studies and adversities at work that may reflect on their physical appearance. and health condition. Perceived stress is associated with eating behavior and awareness, physical activity, sense of effectiveness, and body mass index⁴⁶. The authors relate social aspects to physical and psychological aspects. In the news regarding the social approach, a view of the subject as a whole is perceived, linking subjectivity, corporeality and environment.

Following, according to Braga; Zille; Marques⁴⁷ in the research with workers, there was an association between stress level and the variables consumption of alcohol and other drugs,

representing a link between internal physiological and psychic aspects and external with the social environment. The level of stress at work can lead to substance use causing other serious illnesses. Another study reinforces that social aspects influence physical and psychological health, in which the subjects, to deal with negative issues caused by stress caused by loss and damage, end up using alcohol and other drugs as escape from the situation⁴⁸.

In the same perspective, Cohen; Gianaros; Manuck² state that some events that relate to the subject's central social roles such as unemployment, divorce, bereavement, economic stress and care for the chronically ill are included as unique and threatening stress-determining events, as can be shown in the excerpts below:

According to current data, fear of unemployment is the second leading cause of stress among Brazilians - second only to violence - and the time to relocate on the market takes an average of eight months. (A Tribuna, 01/15/2016)

Stress as a consequence of unemployment is compared with violence, classified in the social category. In the representation of violence associated with stress:

There is a combination of elements: it starts with the distortion of power and advances to the lack of control. We can associate with the increasing number of cases of violence against women, the fact that we live in a very pressured society: stressed people, urgent demands, fast pace, this causes a distance between people. (A Tribuna, 03/20/2016)

Regarding the stressful life traumatic events, according to Hatch; Dohrenwend⁴⁹, they are distributed according to social factors such as race / ethnicity, gender, age and economic status.

It was found that in the social approach to stress the theoretical foundations are based on sociological sciences, where the methods and techniques are qualitative and more flexible. There are several lines of thought that analyze the complexity of today's society, changes in social values and roles, generation of conflicts and new collective phenomena, all of which impact on stress³.

Given the fact that the prevalence of the risk factor for stress is high in Brazil⁵⁰, the subjects within the social approach are the ones that least appeared, but have a strong impact on the population and are probably modifiable causes of stressors (external) and can be thought of as a solution for creating action strategies for action. Research in this area may reflect improvements in the subjects' social conditions of life, as well as collecting data to be translated into action aiming at short, medium and long term planning for improvement in global health. Social news was even less frequent than biological and psychological approaches.

Biopsychosocial Approach to Stress

Historically, the biomedical model and curative medical attention were hegemonic Giddens³⁴.

The expanded concept of health defined as complete physical, mental and social well-being points to the complexity of the theme. Currently, we consider the social process and relationships with the environment through work, social, cultural and political relations in a given territory and historical time⁵¹.

The health promotion process with improved quality of life and health includes popular participation and social control to achieve complete biopsychosocial well-being for individuals and groups. Thus, health promotion is not exclusive and responsibility only of the health sector⁵², but of all citizen bodies with goals for peace, violence reduction, housing, education, food, income, healthy ecosystem, renewable resources and social justice⁵³.

In this sense, supporting theories of Zille, Braga, Marques³⁹ who emphasize social stress that promotes sociocultural change influencing the psychological mechanism, which transforms environmental conditions and causes changes in the physiological and biochemical system, proposes an approach to stress from a biopsychosocial perspective (n = 6 news, 5.4%).

In the view of Rodrigues; Gasparini⁵⁴, the psychosocial dimension in the stress-related health-illness process has a perspective for World Health Organization (WHO), representing health not as absence of disease, but as complete physical, mental and social well-being. In addition, Dejours⁴¹ emphasizes the “process” and not a “state” of health or illness in the work dimension. Rodrigues; Gasparini⁵⁴ reaffirm that the disease is a human construction in which the history of health describes its course. As we can see in the passage below, it cites all aspects of life:

This social support, according to Angelita, helps deal with stress and feelings such as sadness and frustration. This is exactly why it contributes to mental health and, consequently, to physical, increasing life expectancy. (A Tribuna, 4/26/2015)

The biopsychosocial category had the lowest representativeness among the analyzed news, only 6 in 727 (<1%). From the perspective of the new health model with biopsychosocial assumption, the passage shows a global view of the subject. Couto; Herkenhoff⁵⁵ corroborates this idea of a combination of various aspects that cause chronic stress. From social factors such as loss, death and other personal integrity threatening factors that cause significant damage to the subject causing symptoms and side effects such as heart palpitations, anxiety and anguish, constant fatigue and irritability, feelings of rancor, nervousness, especially muscle pain. in the shoulders and neck, stomach pain and periods of depression. The subject’s perceptions of new situations, which are stressful, are decisive to characterize common or threatening situations.

For better understanding, according to Rith-Najarian et al.⁵⁶ and Rodrigues; Gasparini⁵⁴ stress will affect the subject, reaching him according to his organic fragility, his subjectivity and his social possibilities to face the situation considered by him as threatening. Another aspect that will

influence the assessment of the situation will be its repertoire, its values and beliefs, as well as its experience, intensity and the degree of coping and strategies it has to face the situation.

With regard to stress treatment, Lipp^{57,58} approaches with a biopsychosocial perspective. It proposes a survey of physical symptoms with suggestions for eating and physical activity, survey of mental symptoms with suggestions for restructuring positive thoughts and relaxation at the cognitive level and finally regarding the social aspect suggests the development of everyday problem solving methods, such as can be exemplified by the excerpt:

The functioning of the human organism, the way it reacts to the various external stressors, the rhythm and lifestyle all condition the maintenance of health or the onset of disease. (A Tribuna, 10/18/2016)

The excerpt highlights external agents, rhythm and lifestyle as a social aspect influencing the maintenance of health or onset of disease. The news refers to the biological systems affected, psychic weakness, social difficulties and we can still reflect on the existing structural resources such as primary care, institutionalization and hospitalization.

Similarly, Marques-Deak; Sternberg⁵⁹ emphasize that within psychoneuroimmunology, endocrine-chemical reactions during stress are emphasized. Explains that the body is subjected to various emotions and feelings and relationships with its social environment. The variety of biochemical, psychological and social stressors can alter the immune response through neuronal connections depending on how each subject understands the stress factor. This means the link between illness and stress depends on the relationship between the way an individual develops stress on his or her level of values and experiences, and the authors still relate physical illness in patients with depression.

Zille, Braga, Marques⁴⁷ point as an argument the rates of 32.2% of Brazilian mortality related to the circulatory system, such as hypertension, heart attacks and strokes, as well as diabetes. In second place is cancer with 16.7%, followed with 14.5% due to external causes such as violence and traffic accidents and, lastly, 11.1% of diseases of the respiratory system. All of them linked to lifestyle, where stress is one of the aggravating risk factors for these diseases.

According to Kazak et al⁶⁰, families are better served when medical teams apply an integrative model to understand, prevent and treat traumatic stress, recognizing the importance of integrating treatment into all its physical, psychological and social conjuncture.

As they define Puttini; Pereira Junior; Oliveira³³ proposes a line of epidemiology linked to Social Sciences that engages in the practice of Collective Health favoring an interdisciplinary dialogue, enabling an evolutionary perspective in which determinants of the health-disease process influence the understanding of the complexity of the individual in their biopsychosocial aspects betting on

the dynamic interactions in this aspect, besides considering the ethical assumptions in health.

The biopsychosocial category was little considered in the conceptual approaches of stress, however, it is argued that stress is seen from the perspective of health in the biopsychosocial context. It is proposed from the reflections a more integrative model that develops the three areas of the human being. The parts that make up the biopsychosocial model result in a whole that supports the complexity of the health-disease process.

It is noticed that the techniques and therapies used for stress are varied, however, it is verified that they address the biological, psychological and social aspects of the subject, separately. Medicines are more used to treat body and mind, integrative practices already seek to broaden the vision of being human, but are very restricted to biopsychic aspects, remembering that they can have a social component when used in groups. Health promotion and disease prevention techniques seek to address the three spheres of biopsychosocial human needs.

Such elements presented raise, according to Filgueiras; Hippert⁸, who with the growth of stress control programs and therapies, a theme of interest to the pharmaceutical industry and insurance companies, emphasizes the biological and psychic aspects. However, it is necessary to advance to the broader understanding of the subject in the biopsychosocial aspect, in view of the expanded health dimension in the daily lives of individuals.

It risks saying that there is a culture that the professional is responsible for the health of the other, in a passive perspective, giving his body to a professional who is accredited to improve his health. This is an aspect that interferes with the behavior of most individuals who seek health services. This causes a disregard for users' autonomy and accountability over their own bodies³⁴.

In addition, there is frequent media coverage of the figure of health professionals as people of power and prestige. The media should aim to provide users with information so that they can clarify their doubts about health promotion and disease prevention. A lot of news was about healthy habits, including eating, physical activity, sleep and other tips. However, it is clear that the main sources included and heard by the news were the professionals of higher level, there was no news during this period, that the citizen of the community could present his successful experience in fighting stress. In addition, it is perceived from some professionals appeals to consumption³⁴.

According to Araújo; Cardoso¹² replaces interlocution processes and practices by adopting "ideal" behaviors and consuming certain products. Media is the reflection of social subjects who identify and locate themselves culturally and at the same time the opposite is true, media influences the behavior and culture of the subjects. As Ronzani et al⁶¹ state, the media is a source of information on beliefs and attitudes that represent society's collective thinking for consumption. Thus, news with a more integrative biopsychosocial approach that increases self-awareness to the subjects did

not prevail in this study. As Babalola, Noel, White⁶² describe the approaches interdisciplinary of public health care and research, allowing professionals to adopt non-reductionist perspectives on well being, health care, and research. Health models have evolved ideologically, however, they envision a long way to actually be part of the practical daily life of the population.

FINAL CONSIDERATIONS

The present study showed that stress has been addressed by the media primarily from a biological perspective, followed by psychological bias and, finally, in their social contexts. A proposal for a biopsychosocial approach to this public health problem was discussed in order to expand the problematization of stress in community contexts, in order to enhance a health agenda that overcomes reductionism and fragmentation.

One of the limitations of the study was the large percentage of news that did not fit within the approaches, since some could be inserted in two of them. In addition to the dimensions of the biopsychosocial health models, we find the environmental and spiritual dimensions, which we chose not to highlight because they are not the object of study in this work.

The media usually acts as an instrument for forming health thoughts, opinions, attitudes and behaviors. However, when it comes to the issue of contemporary stress, the media can reinforce hegemonic biologicist discourses, in which stress acts as a potential product for the consumerist market of individualizing well-being.

Therefore, a biopsychosocial approach could provide a more integrative discussion, considering the three areas of the human being (biological, psychological and social), which support the complexity of the health-disease process.

The relevance of this study is in the sense of expanding the theoretical and methodological bases to support models of prevention, diagnosis and intervention of stress aimed at the biopsychosocial model, understanding the media as a vehicle of health information capable of providing its users with actions and more integrative information.

The media has a fundamental role, which could be a means of communicative practices for better community arrangements, in addition to the development of observatories that have a comprehensive social perspective. It is concluded, therefore, that the media as an interlocutor of health professionals, specialists and the population has demonstrated the reflection of a still segmented approach of the three spheres of the subject (biological, psychological and social) related to stress, contrary to a biopsychosocial approach of this subject.

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