

Title: The social capital's mobilization for the local development of Prainha do Canto Verde: an image narrative.
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Session: Volunteering and social capital

Abstract: The magnitude of the concept of local development is not associated exclusively to the economic aspect. The local development is also understood as a multidimensional process, involving the community, its history, relationships, institutions and capable of conducting their own destiny in the continuing mobilization of social capital around the common purposes (Schmidt, 2003; Sachs, 2004). The social capital, in its turn, is associated with the occurrence of mutual aid among members of the community for social, leisure or economic reasons (Baquero, 2006). This study approaches the concept of social capital through the works of Pierre Bourdieu (1980), James Coleman (1990), Robert Putnam (1996) and Francis Fukuyama (1996), considered pioneers in the study of the social capital and the idea of local development. Taking as a basis the articulation of these theoretical topics, the survey aimed to describe the mobilization of social capital for local development acting by residents of the Prainha do Canto Verde, a fishermen's community in the municipality of Beberibe, situated in the eastern coastal of the Ceará (Brazil).

The importance of this research is to make possible the understanding that the social capital can be strengthened, maintained, mobilized and renewed through stock ownership from the community, understood as the ability of individuals belonging to the same social reality actively participate, through networks of cooperation between actors / agents, in promoting the development of the community.

Our study has an ethnographic nature and it was based on the approach of Visual Anthropology (Collier and Collier Jr., 1986). The methodology called photoethnography (Achutti, 1997) was used as a technique of documentation besides to the written text. Thus, a text and an image narrative were built encompassing field of interest according on data from the direct participation, photos and semi-structured script for interviews that were applied to the community's residents.

As a result, it was found that the development of the community under study results from the ability of continuous participation, mobilization and organization because of the local conditions, the discussion of the problems, the development of projects, the search of sources of funding and implementation of solutions denoting a context favorable for the production of human and social action in support of local development. It was also noticed that the community living today a time of learning, adjustments and improvements, and that its history is in the process of building and re-meanings. It also emerges that this survey took into account issues of theory to practice, and ethics in trade of knowledge through visual language.

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