



Estrategias para la divulgación de la contaminación sónica y visual en el paseo ciencias de Maracaibo, estado Zulia [

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text (article)

Analítica

An investigation is presented no experimental, descriptive field with data collection which aimed transverse characterized visual and noise pollution and implement strategies disclosure contaminants such physical at Maracaibo's Paseo Ciencias. For the developing of these work it's consider the proposal of Fuentes and Arguello (2015), Méndez, (2013), Canelones (2007), Guijarro et al., (2015), Alfie and Salinas (2017), Espejo (2014) and Ayala (2017). Direct and indirect observational techniques were used with the respective previously elaborated instruments. About direct observation, a matrix was built in order to identify the sources of sonic and visual pollution in the area. For the porpuse of indirect observation, a survey with open-ended questions was conducted. The results obtained demonstrate that Paseo Ciencias, as it's a commercial and dynamic zone, possesses a huge amount of sonic and visual pollution in almost every element that composes its sources. High volume music, electrodomestics, sirens and buses are the main sonic pollutants, whereas dumpsites, billboards, canopies, and kiosks are the major visual pollutants. Moreover, it is stated that the soaring presence of these pollutants disrupt the animic and physical states, and interpersonal relationships between citizens daily exposed to them and that the damage is proportional to the time of exposure. For these reasons, municipal entities must intervene in this area and search for solutions in order to solve the identified problems. This research demonstrates the sample has a very passive attitude towards participation in programs searching for a way to amend the situation. Finally, this research proved there are few suitable strategies to raise public awareness in this commercial site

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