Public communication impact on the history of science and societies: the 20 years media coverage of aids in a cross-cultural study.

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GOAL:

The main goal of this study was to analyze the evolution of HIV/AIDS in the mass media through the whole history of the disease. That is to say, from the first cases, dated in 1981, till nowadays (particularly until December 2001).
PREMISES:

A multicultural approach, trying to analyze how the different approaches had influenced in the communication of the same scientific events.

It had to comprise the longest possible period (20 years: the whole history of the disease).

It has to include different formats: daily press (international, national and local), as well as different television materials coming from different countries.
MATERIAL INCLUDED IN THE STUDY

GENERAL DAILY PRESS:

Newspaper with international influence: *The New York Times*

National newspaper (Spain): *El País*

Local newspaper (Catalonia): *La Vanguardia*
# MATERIAL INCLUDED IN THE STUDY

**AUDIOVISUAL TV MATERIAL.**

<table>
<thead>
<tr>
<th>Name</th>
<th>Kind of material</th>
<th>Country</th>
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<tbody>
<tr>
<td>Vivre avec (Living with it)</td>
<td>1991 Report</td>
<td>Switzerland</td>
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<tr>
<td>Sem camisinha não dá!</td>
<td>1993 Report /campa</td>
<td>Brazil</td>
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<tr>
<td>Talking Heads</td>
<td>1994 Talk show</td>
<td>Sweden</td>
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<tr>
<td>Bye, bye, Africa</td>
<td>1998 Film</td>
<td>Chad-France</td>
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</table>
Vivre avec (Living with it)
1991 Report
Switzerland

“Thanks to all the love that surrounds me, I can feel good with myself.
I can feel good and talk today, because I feel surrounded, supported.
So, I feel strong. Stronger than at the beginning.
Tonight we’re going to talk about sex. It’s so boring... I mean, it always ends at the same way: semen squirts out of the man’s willy.

But if you insists on doing this... sexy stuff, there are certain things to think about these days.
Some diseases don’t start with pain... but from one of the best highs: sex. The most dangerous is caused by a virus!
Talking heads:
1994 talk show
Sweden

- “Do you worry about AIDS?
- No, I have a steady girl friend!”
Bye, bye, Africa
1998 film
Chad-France

“... they cannot see drama and reality are different. For instance, the actress who played in your film on Aids. After the film was shown on TV, they all thought she was actually HIV positive. Even her family. And she was abandoned.”
La Vanguardia
El País
NYT

noticias Octubre

HIV/AIDS
RARE CANCER SEEN IN 41 HOMOSEXUALS

Outbreak Occurs Among Men in New York and California — 8 Died Inside 2 Years

By LAWRENCE K. ALTMAN

Doctors in New York and California have diagnosed among homosexual men 41 cases of a rare and often rapidly fatal form of cancer. Eight of the victims died less than 24 months after the diagnosis was made.

The cause of the outbreak is unknown, and there is as yet no evidence of contagion. But the doctors who have made the diagnoses, mostly in New York City and the San Francisco Bay area, are alerting other physicians who treat large numbers of homosexual men to the problem in an effort to help identify more cases and to reduce the delay in offering chemotherapy treatment.

The sudden appearance of the cancer, called Kaposi's Sarcoma, has prompted a medical investigation that experts say...
The evolutionary analysis of the press coverage of aids/HIV distinguishes five clear periods:

- Initial stage (confusion and search of etiology)
- Scientific stage (search of treatments)
- Human stage (solidarity, search of social understanding)
- Political stage (performances)
- The so-called “call for solidarity” stage
HIV/AIDS