



Book of Abstracts: [WG] Health Communication and Change

Media V. Communication: Narrative Medicine in Pediatrics

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Narrative inquiry refers to a subset of qualitative research designs in which stories are used to describe human action. The term "narrative" has been employed in various fields, by a variety of qualitative researchers, with a variety of meanings. In its most general meaning, the word refers to a discourse form in which events and happenings are configured into a temporal unity by means of a plot. A narrative approach links process to practice and attends to the voices of the people of interest. Narrative theory and method tend to open any field to a more inclusive attitude as to what counts as data and to cross-disciplinary insights. One of the latest areas to begin using narrative theory is the field of medicine, under the assumption that coping with illness requires a narrative framework and the building of a story by the patient, with the help of a physician. Moreover, the proliferation of medical technology – from the stethoscope to MRI's – has distanced doctors from their patients. Physicians' increasing reliance on technology for diagnosis and treatment has gained "data" credibility over the patient's revealing stories. As a reaction to this situation, the term "Narrative Medicine" has been coined. Narrative medicine – or medicine practiced with narrative skills – considers the stories of patients and their caretakers as integral to the experience of illness and healing. Although by no means a mainstream movement yet, Narrative Medicine researchers have begun to study the development of doctors' sensibility to language and to promote narrative competence as a teachable mode of practicing evidence-based medicine with the skills of active listening, close reading and narrative writing. It seems like nowhere within medicine is the use of the idea of narrative more important than in Pediatrics where direct communication with the patient, as well as the mediation by parents, are a special challenge. This paper (part of a larger project in progress), is an attempt to connect between the idea of Narrative Medicine with the current and ever changing media landscape, in the context of Pediatrics specifically. Born into a highly technological world, children draw their epistemologies - very centrally - from media of communication. Thus, the development of a co-created child patient-doctor illness-story requires a very specific narrative competence. Three cases (or rather life stories) – out of hundreds encountered throughout a 50 year pediatric practice of one of the authors – serve as basis for the analysis of the potential of Narrative Medicine to bring back direct, humane and un-mediated communication to the doctor-patient relationship, and to aid healing.

Don't Fear the Needle: A Community Perspective Approach to Examining H1N1 Flu Vaccination Patterns and Health Communication Awareness in Southern California

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Long Beach is one of the larger and more diverse communities in southern California, and is a useful site to examine how narratives about the recent H1N1 vaccines have been variously interpreted and responded to by

individuals in different racial and ethnic subgroups. For instance, although awareness of flu vaccines is high (90%) among area Hispanics, rates of actual vaccination remain low. Rates for vaccinations among Anglos are higher, but they are disproportionately part of an anti-vaccination minority movement with roots on the Internet. This elicits the question: can a community-level communication approach help close knowledge gaps, and increase behavioral change in multiple ethnic groups? Communication infrastructure theory (CIT) describes how individuals rely on multiple information sources in “media ecologies,” with an emphasis on meso-level storytellers (particularly geo-local media and community organizations), within communication action contexts. The current study proposes that the disconnect between awareness and action is partly due to the particular media ecologies and narratives these groups identify with. A series of interviews were conducted with individuals in Long Beach. The results of this study show a distinct set of communication ecologies and vaccination opinions for community sub-groups, and suggestions are made on how to design campaigns to target multiple groups in pluralistic societies such as southern California.

Obesity and poverty in the media: a case study from Brazilian newspaper

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Last decades obesity has become one of the main concerns in public health. According to WHO by 2015 there will be 700 million adults obese. This scenario reflects on news making, particularly the way that media continuously stress the problem of obesity, considered a serious illness, even a world epidemic. Furthermore, this issue incites the socioeconomic dispositifs of risk control. These dispositifs are expressed by individual practices of self control towards a larger emphasis tendency to a minimum State. In Brazil, the statistics show that overweight and obesity have also grown significantly. Besides, poverty, a social problem earlier linked to hunger and underweight, now is one of the faces of obesity in that country, a scenario not so different of rich countries. The relationship obesity and poverty means a kind of scarcity fat of some nutritional components, access and knowledge of what is healthy or unhealthy. However, there is a scarcity of options in the circumstances that choosing is a sine qua non condition for the obesity’s control. Until 2002, this relationship between obesity and poverty was a theme more restricted to the experts. Since then, Brazilian media has increasingly made it known and publicly debated. This issue has called my attention. In fact, it didn’t seem a coincidence that at the same time the main social policy of the government was fighting hunger. The aim of this paper is to present some results of my thesis. The work was aimed at researching the role of power dynamics in constructing the relationship obesity/poverty as a legitimate discourse by the media, even a legitimate problem more important than fighting hunger in Brazil. The study was made through the analysis of the 65 news of the biggest Brazilian newspaper Folha de São Paulo, from 1996 to 2005, concerning about obesity and poverty and their associations. In conclusion, more than a health issue, the media remarks the relationship obesity/poverty as a political subject calling into question the social policies, with health as background for political disputes about the role of the State.

Subverting the Marxist Paradigm: Vaccination Discourse in New Zealand Mainstream and Alternative Online Media

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While vaccinations may be desperately sought out in developing countries, many more industrialized countries are now facing the perplexing quandary of citizens opting not to vaccinate for a myriad of individual reasons. Vaccination rates in New Zealand are amongst the lowest in the Organisation for Economic Co-operation and Development (OECD). New Zealand ranks 33rd out of 35 developed counties for immunizations, according to Unicef’s State of the World’s Children report. In the middle of 2009, a measles outbreak in New Zealand was declared by the Ministry of Health as a precursor to a “potential measles epidemic.” In August of 2009, the

incidence of reported measles for the year was more than 10 times the number of measles for the entirety of 2008. The decline in New Zealand immunization rates could clearly be attributed to many factors: cultural changes, a lack of information received from medical practitioners, fear of a corporate conspiracy and religious beliefs are only a few of the myriad possibilities. However, the information in available and accessible media must also be included as a potential barrier to vaccination. Such low rates of immunization protection warrant an examination of both the alternative and mainstream press to uncover what type of discourse exists in relation to vaccination campaigns. This study examines the discourse of anti and pro-vaccination discourse in New Zealand alternative and mainstream online media within the framework of Marxist ideology. Vaccination rates have an explicit dependence upon Marxist ideals of communal support for overall efficacy. Immunization schedules are most successful within a society when entire communities are vaccinated. The praxis and theory of Marxism within the production of alternative media, much like vaccination campaigns, depend upon egalitarian, community-minded ideals. Alternative media have been traditionally very hard to categorize, but a comprehensive review of scholarly literature reveals a strong Marxist propensity within the community of alternative media. One might expect to find this Marxist ideology throughout pro-vaccination discourse given the nature of vaccinations and also that these perspectives might be more frequently located within alternative media, which have been found to depend upon these same egalitarian ideologies. This study tests this assumption and questions whether online alternative media represent vaccination differently than the predominantly capitalistic mainstream media. In doing so, this research will explore the occasional conflicting nexus between the ideology of an issue and the ideology of a medium. While Marxism depends heavily on communal belief systems, it also serves as a framework to denounce corporate power. It is possible that alternative media might usurp their previously held communal tenets of operation in favor of corporate denigration. This research will examine whether the organizational norms and practices of an institution can be circumvented when the possibility of denouncing a core oppositional ideology arises. These findings will be considered in relation to spreading health campaign messages through appropriate media channels. In doing so, this paper hopes to contribute to the growing body of research examining health communication within alternative media delivery campaigns.

ANÁLISE COMPARATIVA DAS ESTRATÉGIAS SEMIÓTICAS DE CAMPANHAS CONTRA O VÍRUS H1N1 EM HOSPITAIS PORTUGUESES E BRASILEIROS.

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A presente investigação visa compreender as técnicas de persuasão latentes nas campanhas publicitárias impressas de dois hospitais (o primeiro localizado na cidade de Braga-pt e outro na cidade de Uberlandia-br) contra a gripe h1n1, através da análise das suas dimensões: verbal, visual e da articulação, levando em consideração, portanto a multimodalidade. Tendo por base a comunicação na saúde, elementos da Semiótica Social e os aspectos da publicidade social, queremos descobrir como a comunicação verbal e a não-verbal são construídas e se são previamente organizadas, ambicionando induzir uma mudança de comportamento por parte dos profissionais que trabalham internamente nos hospitais. Será levado em conta não só o que está explícito na referida publicidade, como também deverão ser abordados os aspectos implícitos das mensagens enviadas aos visionadores.

Digital Inclusion of Community Health Workers of Sergipe, Brazil: analysis of literacy practices in information and communication health.

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Nowadays, the social role of Information and Communication Technology (ICT) in the educational and professional comes require more effective policies and programs designed and implemented by governments in order to prepare citizens for educational and informational opportunities arising from ICT, as policies and programs are essential to the process of universalization and democratization, and therefore the inclusion of digital technologies in society. Thus, this research result of the sub project 'Practice of Distance Education as a strategy of rapprochement between the Community Health Agents (CHA) from Sergipe-Brasil and Information Technology and Communication' seeks to identify effective ways of digital inclusion through practices of Literacy in information and communication. It is based on the theory of communicative action of Jünger Habermas (2003) and in studies of Libertarian Education and Participatory of Paulo Freire (2002). We use the Case Study as a form of qualitative research and through its methods and techniques of gathering, analyzing and interpreting data. The semi-structured interview is used to collect descriptive data on the language of the subjects involved, allowing the researcher to develop an intuitive idea about how subjects interpret aspects of digital inclusion. The qualitative interviews offer the researcher a considerable range of topics that allows you to raise a number of topics and offer the subject the opportunity to shape its content. So, we work with a scrutinizing practices of Literacy Information and Communication in a group of 10 Community Health Agents (CHA) from Sergipe, duly selected members of the Unified Health System as health educators (BRAZIL, 2008), the "Project Digital Inclusion of Community Health Workers of Sergipe" in workshop of Literacy Information and Communication whose educational strategy happens via distance learning, from December 2009 to January 2010. The workshops are also enriching as they allow for the teaching-learning process of persons involved in the outbreak of the difficulties encountered during the Workshop, on the need for the inclusion of literacy practices in information and communication in public policies of digital inclusion. In addition, we build actions and strategies aimed at making the subjects from design and e-inclusion programs, transforming them from simple spectators to be the difference, assuming active position in the process of formation of knowledge, being able to develop a critical attitude and apply it throughout their personal and professional lives, developing itself, the process of seeing, assimilate, evaluate, produce and disseminate health information.

The representation of suicide on the Internet

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Some researchers have reflected on the existence of so many pro-suicide websites on the Internet. They have pointed out that these sites recommend suicide as a solution to life's problems, and contain detailed descriptions of methods yielding the maximum effect, and also suicide notes and pictures of people who committed suicide. They have added to persuasion and group pressure to fulfil suicide plans, glorifying those who have committed suicide, and given rise to a new form of suicide pact – 'net suicides'. People who try to discourage others from putting their suicide plans into effect are 'evicted' from websites of this type. The aim of this quantitative study is to examine how the subject of suicide is presented on the Internet, based on hits for the words självmord (Swedish for 'suicide') and 'suicide' generated by the search engine Google. The search hits was collected and analysed for 2005 and 2009. Overall, the study shows that web pages of institutional origin (public agencies, other organisations and companies) on the subject predominate on the Internet (84%) and that the content provided by these institutions concerns research and prevention, and may thus be termed 'suicide-preventive'. But besides these institutional pages, whose manner of communication is largely reminiscent of the more

traditional mass media, there are private senders and pages (16%) characterised more by multiple communication, personal confessions and narratives, and to a higher degree an alternative, pro-suicide stance. The study also shows that pro-suicide sites rank higher on the search result lists, which make them visible and easy to find. The 2009 study points out that the private senders and pages are increasing, and so the proportion of personal confessions about suicide and pro-suicide messages. Notwithstanding the predominance of the institutional websites, representing a suicide-preventive attitude, the Internet has thus provided a previously non-existent opportunity to publish material and discuss, confess and seek contact on a subject that has always been strongly taboo and therefore 'belonged' to only a few voices in public discourse. This opportunity has resulted in both constructive and strongly destructive contributions. Summing up, the study indicates two parallel trends in how the subject of suicide is represented on the Net:

- It extends and supplements the presentation of suicide and suicide prevention in traditional mass media.
- It provides virtual social environments (both constructive and destructive) where new forms of discourse and formerly unheard voices — with no possible place in public and mass-media discourse previously — put forward alternative explanatory models on the subject of suicide. Both the supplementary suicide-related material now found on the Web and the scope for new forms of communication about suicide can presumably help to change the way in which suicide is perceived and portrayed. Accordingly, by extension, they can also affect the views and notions about suicide that prevail in our society and culture.

Self-disclosure: talk individuals into social networks— A study of self-disclosure and structural support within an online depression support group

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Online support groups (OSGs), known as the Internet-based peer-support groups for people affected by health problems or particular social circumstances, are proliferating as a recent development in the social milieu of patients. Among the relevant studies, intimate self-disclosure (Barak & Gluck-Ofri, 2007; Winzelberg, 1997), as well as supportive context (Phoenix & Neil, 2008), has been widely documented as prominent phenomenon within OSGs. This study is to delve into the association between these two factors which has been underestimated. Lin et al. (1999) argued that social support contained two major components: functional elements (e.g., emotional support, tangible support) and structural bases (a person's locations in social networks). A former study we conducted as a content analysis to the messages posted to a Chinese online depression support group focused on the functional aspect of social support. It indicated that intimate self-disclosure elicited enormous social support (Zhu, 2009a). Besides, given that functional support is conveyed through the repertoire of ties within social networks and further affects health (Smith & Christakis, 2008), this study looks at the structural aspect of social support. Previous studies on self-disclosure in OSGs generally viewed it as message content or individual tendency. On the contrary, this study adopts Dindia's (1997) argument that self-disclosure is a transactional process of personal interaction, rather than static event or personal characters. Moreover, we further the idea that self-disclosure in OSGs is firstly externalized into the online group settings, rather than the mere interpersonal ones. Secondly, we assume that it initiates the process which talks individuals into networks. Specifically, self-disclosive messages play the role of invitation to the other members to join in the conversation. It can give rise to the potential relationships among the group members, especially when self-disclosure is demonstrated to be significant to the establishment and development of relationships (Dindia, 1997). Besides, as a particular communication pattern in OSGs, it may have impact on the social network structure within the group (Pfril & Zaphiris, 2009). Accordingly, this study is to delve into the links between self-disclosure and structural support in the online depression support group in a network level. Individuals are embedded in different layers of social relations which interact with each other (Lin et al., 1999). In the online depression support group, offline social relation was the second widespread topic in self-disclosure (Zhu, 2009a). Its narratives revealed that offline social relations shaped individuals' social identities, which cultivated in-group relationships (Zhu, 2009b). Upon this background, the study is further to investigate the association between self-disclosure about offline social relations and the online structural support from a quantitative perspective, to give us a glimpse of the interactions between offline social network properties and

online social network structures. This is a two-step study: (1) content analysis to identify the self-disclosive messages and those about offline social relations; (2) social network analysis to investigate the network structure of message exchanging as a whole, as well as the sub network structure based on self-disclosive message exchanging.

O discurso erótico na representação dos símbolos sexuais em Televisão

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A compreensão discursiva do erotismo auxilia no delineamento de concepções através das quais os veículos de mídia televisiva adequam, atendendo a fins comerciais, e os transtornos que podem ser observados em meio à incessável produção audiovisual, que evidencia, imagetivamente, leituras em torno da sensualidade e do poder que se faz por meio dela. A construção dos símbolos sexuais, e a proposição desta expressão que os designa, é o foco deste trabalho, através do qual é efetuada a apropriação de temas recorrentes à análise discursiva, como a associação entre sexualidade e poder, e considerações de teóricos comunicacionais, entre os quais Muniz Sodré em sua obra *A máquina de Narciso* (1994). De natureza estritamente bibliográfica, o desenvolvimento desta proposta toma como base, ainda, afirmações de Lúcia Santaella em *Linguagens líquidas na era da mobilidade* (2007), e Michel Foucault, *A ordem do discurso* (2006). Os dois últimos demonstram-se convergentes quanto à possibilidade de discutir convenções ‘mediaticossociais’ geradas por meio da estrutura valorativa erotismo-poder. Sodré (1994) considera um dos motivos pelos quais a televisão provoca fascínio, tratando da duplicação mais perfeita que o próprio indivíduo telespectador. O que é reproduzido eletronicamente, de maneira puntiforme, assume o caráter de divindade, considerando-se até mesmo sua propriedade de onipresença. De toda forma, o signo representado através do veículo televisivo consegue se manter apenas enquanto pode converter a existência viva em superfície imagética (cf. SANTAELLA, 2002). Assim sendo, faz-se pertinente a discussão da vulnerabilidade dos símbolos sexuais revelados à luz da narcísica indústria televisiva, que promove e alimenta a estratificação das percepções de estética.

Reading psychiatry against the grain: Exploring the relevance of ‘postpsychiatry’ for health communication and media studies

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Critical scholars in the field of health communication have identified the need for more critical-cultural studies approaches, which are concerned with the marginalizing practices of dominant frameworks of health communication and the possibility of social change through the rupture of these frameworks (Dutta & Zoller, 2008). This paper explores ways in which recent work referred to as ‘postpsychiatry’ (Bracken & Thomas, 2005; Lewis, 2006) is suggestive of several directions that this form of critique could take in relation to health communication and media studies scholarship and practice pertaining to mental illness. Postpsychiatry is the manifestation of the views of critical psychiatry, with the addition of further elements of the postmodern critique of modernism and its institutions, values, methods and forms of knowledge (Bracken & Thomas, 2005; Lewis, 2006). Lewis (2006) urges postpsychiatry to create alliances and coalitions with other post-disciplinary scholars to develop a new genre of “cultural studies of psychiatry”, which in its most simple form would “read psychiatric ‘knowledges’ against the grain” (p. 81). The notion of reading psychiatric knowledge against the grain provides a basis upon which to identify and critique some of the shortcomings and consequences of health communication practices that align themselves with and seek to promote psychiatric knowledge. Postpsychiatry also emphasises the need to engage more closely with the way in which people who experience madness make sense of their experiences and wish to have them understood. In accordance with postpsychiatry’s emphasis on ‘ethics before

technology' (Bracken & Thomas, 2005), it is important for researchers to recognise that while some people welcome the constructs of psychiatry others resist clinical knowledge structures and diagnostic labels as forms of 'symbolic violence'. In this regard, the practice of evaluating interpretations and representations (eg. news media reporting, community attitudes, activism, first-person narratives) of mental illness in terms of how accurately they reflect the discourse of biomedical psychiatry is problematic and we may need to consider alternative criteria for grounding our analyses. Postpsychiatry does not advocate a position of postmodern relativism that leaves us without any grounds on which to determine the quality and impact of cultural products, such as media representations or communication campaigns. It offers a position Lewis refers to as semiotic realism, which emphasises the consequences of the interpretations we make and the interpretive communities that we join. Like critical realism (eg. Pilgrim & Bentall, 1999), this perspective accepts that there is a real world out there that grounds our ideas and that our ideas are in touch with, while acknowledging that how and why they are grounded remains relative to diverse semiotic communities (Lewis, 2006). From this perspective the criteria for what constitutes good 'knowledge' is not that of 'truth', but the consequences of knowledge for action. This paper argues that health communication research and practice in relation to mental health and illness would benefit considerably from an engagement with postpsychiatry. By way of illustration the paper will consider the potential relevance of the ideas of postpsychiatry in the following areas: analysing and evaluating media coverage of mental illness; conceptualising and challenging stigma; communication campaigns; and how researchers conduct research in each of these areas. References Bracken, P. J. & Thomas, P. (2005). *Postpsychiatry: Mental health in a postmodern world*. Oxford University Press. Dutta, M. J. & Zoller, H. M. (2008). *Theoretical foundations: interpretive, critical, and cultural approaches to health communication*. In M. J. Dutta & H. M. Zoller (Eds.), *Emerging perspectives in health communication* (pp. 1-27). New York: Routledge. Lewis, B. E. (2006). *Moving beyond Prozac, DSM, and the new psychiatry: The birth of postpsychiatry*. University of Michigan Press. Pilgrim, D. & Bentall, R. (1999). The medicalisation of misery: A critical realist analysis of the concept of depression. *Journal of Mental Health*, 8(3), 261-274.

The H1N1 global pandemic in Australia: risk, perception and culture

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The current guidelines on outbreak communication developed by the World Health Organization are underpinned theoretically by a risk perception framework and much research follows the traditional media effects paradigm with quantitative survey research investigating people's responses to H1N1 (swine flu) by documenting their supposed behavioural changes, and their attitudes and behaviours about antiviral drugs and vaccines. (Eg: in Australia, Eastwood et. al, 2009 and in the UK, Rubin et. al, 2009). But, as Abraham (2009) observes, while the psychometric paradigm provides useful data, other approaches to risk communication can provide valuable insights for health practitioners and governments. Traditional risk communication models argue that 'effective communication' is a key component of public health messages and assume that the recipients of this information will make rational decisions. Thus, risk is positioned as an objective phenomenon that can be assessed, or measured, or managed. There is little evidence, however, that this 'expert to public' approach shapes understandings or behaviours in ways that health policy makers and public health experts always want (Alaszewski, 2005) We adopt an alternative socio-cultural risk communication approach that attempts to be more individually reflexive and dialogic. Following Zinn (2009), our focus is on the lived experiences of Australians in understanding and dealing with the H1N1 'risk'. Risk research has shown that lay knowledge of health risks is highly contextual, localized, individualized and reflexive. How did Australians interpret publicly available

information where competing views, perceptions and discourses were often contested? Such contestation is best illustrated by the juxtaposition in leading Australian news bulletins of the announcement by Margaret Chan at WHO of a global pandemic alert and the decision by a nationally known football player (diagnosed with H1N1) to play despite a team management decision to the contrary. The study comprises a textual analysis of television news coverage from the outbreak of H1N1 in April 2009 to September 2009 (southern hemisphere Spring), a parallel textual analysis of selected metropolitan newspapers, and qualitative interviews and focus groups with Australians in Sydney and Melbourne. We trace differing responses to mediated information about the H1N1 outbreak across age and 'at-risk' groups including pregnant women, parents of young children, the immunosuppressed, the elderly, teenagers and young adults. Responses to information about H1N1 were highly reflexive – both in terms of mediated content, and personally – and were often shaped by social context, personal needs and experiences, and the extent to which audiences trust specific sources of health information. We identify lessons for health practitioners and government about how diverse audiences respond to risk communication messages, and the mediating roles of trust, and personal knowledge and experiences of the infection. Abraham, T. (2009). Risk and outbreak communication: lessons from alternative paradigms. *Bulletin of the World Health Organization* 87: 604-607. Alaszewski, A. (2005) Risk communication: identifying the importance of social context. *Health, Risk & Society* 7(2): 101-105. Eastwood, K. et. al (2009). Knowledge about pandemic influenza and compliance with containment measures among Australians. *Bulletin of the World Health Organization* 87: 588-594. Rubin, G.J. et. al, (2009). Public perceptions, anxiety, and behaviour change in relation to swine flu outbreak: cross sectional telephone survey. *BMJ*: 339: b2651. Zinn, J. (2009). The sociology of risk and uncertainty: A response to Judith Green's 'Is it time for the sociology of health to abandon "risk"?' *Health, Risk & Society* 11(6); 509-526.

This is my cause. T-shirts with messages, an interdisciplinary Austrian-Brazilian dialogue

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This article pretends to reflect critically the different forms and strategies of communication which is appropriated and used from governmental and non-governmental organizations, to promote and disclose social campaigns related to the fight against and for the prevention of certain diseases (breast cancer, HIV/Aids, Diabetes et.). We understand the recurrence and important of this topic in the communication medias in Brazil as well as in Austria. Our attention was caught by the big proliferation, media and advertisement discourses, which make an allusion to the diversity and plurality of actions and strategies to aware, elucidate, fight and prevent different diseases started by committed citizens. We recognize that society has increasingly demanded communications broader and more comprehensive, more diffuse and more deferred, but also faster and more effective (Braga, 2006), considering that the processes of interaction and social mobilization are being triggered from different media, whether traditional, technological, or even alternatives, demonstrating there all those communication elements – supports, registrations or means marginal, but accessible - on the streets. Among this wide range of objects, we observe and highlight the recurrent use of T-shirts, taken here as communicative objects suitable for the propagation, visibility and circulation of discourses in both the public and media space - considering that the parts themselves are used to the identification and recognition of fans in various promotional campaigns / social (Save the ta-tas, Celtic Butterfly AIDS, AIDS Awareness, H & M AIDS, Levi's 69 with a condom, The Face of Life, Fashion Targets Breast Cancer / Breast Cancer Fashion Targets). Thus, by building an Austrian-Brazilian dialogue, we propose a reflective discussion about this medium as present in everyday life, appropriated and used for positions arguments, critical and/or anti-establishment, or for the adoption or rejection of certain types of attitude or behavior. In addition, we noted our observations on the subject and object based on our research experiences built in two different contexts – in Porto Alegre, Rio Grande do Sul, Brazil and Graz, Austria – from the use of methods that approach of Ethnography. As the reality of the two countries is very different, it is not proposed here to make a comparative study, and, yes, score and highlight issues related to how these two cultures have dealt with this issue related to the Media and Health, specifically in respect to the use of printed T-

shirt as a factor for promotion, identification, sharing, recognition and people's access to information related to certain policies. Exposing and discussing a part of our researches we adopt a perspective for an interdisciplinary fieldwork. We hope to contribute in a specific and selectively form for both the fields of Communication and Health, as well as the fields of Anthropology and Fashion.

Strengthening Eating Habits through a Communication Program. Case Study: Colegio Inter Canadiense de Puebla.

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Globalization and capitalism have achieved to solve material poverty and health attention in some communities around the world. However, there is still some remaining ignorance about the risks that modernity has brought along side prosperity in the last century. Unless real actions that modify or change entirely the way to see or react to major health problems do not occur, customary practices that affect people's lives will prevail. One of those practices that affect our country in the beginning of the XXI century is the one related to our eating habits. In the preceding decade, obesity and malnourishment cases inside the urban and rural zones of Mexico have increased dramatically. Consequently, the number of diseases spread through this main symptom such as diabetes and cholesterol could aggravate in a few years the living conditions for most of the inhabitants. This is what makes evident for our country, the need to reorient vulnerable communities about how to accomplish better and healthy eating habits, besides, urge them to achieve a better quality of life. Considering that one of the most vulnerable communities, facing eating habit problems, is the teenage population, this Project has focused its case study on students from junior high school, belonging to the Colegio Inter Canadiense de Puebla. The aim of this project is to design a communication tool which supports and reinforce eating habits in this community in order to build up a healthy society. Unlike projects or programs run by public health institutions, this tool proposes the management of communication models based on the needs and interests of the public addressed in this research project, this is with the aim to generate an eating healthy culture which alters the perception and behavior of this school community, all this through a process of reflective and participatory communication. To design the effective communication program to support all this process, a previous diagnosis has been developed. This one was based on three objectives: To identify the factors that affect the nutrition of the community children, to determine the student's and parent's needs of information on regarding topics with food and nutrition, to identify media that may allow adequate dissemination for the communication program. Methodologically this has been a quantitative study. The information was collected through two questionnaires with 39 and 40 items and complemented by two open questions. Some of the results obtained by the research work are those that let us know that both parents and students can identify the products belonging to the eating pyramid. However, there are some taboos and prejudices that will definitely generate eating disorders, those like the beliefs that overeating is not that bad for health as long as teenagers do exercise, or that school lunch is not necessary if teenagers have breakfast at home. Awareness and community interest in participating have been rated and found fundamental; therefore, it is an essential discovery to trace the main guidelines of the communication program. The construction and analysis of the proposed methodology can provide guidance to other communities interested in achieving a culture of risk prevention based on the needs and interests of their individuals.

Bridging the Knowledge Gap Hypothesis and Differential Gains Model: The Role of Socio-Economic Status, Mass Media, and Interpersonal Communication on Public Knowledge of H1N1 Flu Pandemic in Singapore

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The World Health Organization declared the H1N1 influenza as a global health pandemic in 2009, with at least 14,711 deaths as of 29 Jan 2010. Experts estimate that the total number of infections could already be in the millions, and WHO expects that 2 billion people will eventually be infected (Lynn, 2009). It is therefore imperative that individuals and communities have the right knowledge about the issue to mitigate the effects of the pandemic (WHO, 2009). It is also important to understand what factors could influence public health knowledge, so as to better inform future health communication campaigns. Specifically, this study aims to use the knowledge gap hypothesis (Tichenor, Donohue, & Olien, 1970) and the differential gains model (Scheufele, 2002) as theoretical frameworks to examine the direct and interaction effects of socio-economic status (SES), media attention, and interpersonal communication on public level of knowledge about the H1N1 flu pandemic. Briefly, the knowledge gap hypothesis (Tichenor, Donohue, & Olien, 1970) postulates that the differential growth in knowledge is a function of SES, and that this knowledge gap will continue to widen over time with the input of media information and interpersonal communication. At the same time, the differential gains model (Scheufele, 2002) posits that the impact of media content on public level of knowledge of public affairs is contingent on discussing the topic with others. In other words, interpersonal discussion moderates the potentially informational influence of mass media on its audience. Building on these two theoretical models, this study hypothesizes the following: RQ1: What is the level of H1N1-related knowledge among the Singaporean general public? H1: (a) SES, (b) media attention, and (c) interpersonal discussion will be positively associated with H1N1-related knowledge. H2: Media attention will moderate the influence of SES on H1N1-related knowledge. H3: Interpersonal discussion will moderate the influence of SES on H1N1-related knowledge. H4: A three-way interaction will occur between SES, media attention, and interpersonal discussion on H1N1-related knowledge. Data for the study came from a nationally representative CATI survey of adults aged 18 years and above in Singapore. The survey was fielded with a trained group of interviewers at Nanyang Technological University between 14 and 21 December 2009. The sample size was 1,055, with an AAPOR response rate of 36%. Descriptive analyses using SPSS showed that Singaporeans are generally well informed about H1N1-related matters. Over 80% of respondents correctly answered that a person carrying the H1N1 influenza can spread the virus by coughing in public, that fever can be a symptom of H1N1, and that proper hand-washing can be an effective preventive action. About 70% of the respondents correctly identified that a person infected with the H1N1 influenza can remain free of signs and symptoms for up to 7 days, that diabetics are at a higher risk of complications from H1N1 infection than are non-diabetics, that wearing a N95 mask can effectively protect one from contracting the H1N1 influenza, and that taking the H1N1 flu vaccine can effectively protect a person from the H1N1 influenza. However, 1 in 5 respondents answered incorrectly that one can contract H1N1 from eating pork, and close to half of the respondents had the misconception that taking the seasonal flu vaccine can effectively protect a person from the H1N1 influenza. Regression analysis, controlling for age, gender, pre-existing health conditions, personal relevance, surveillance gratification seeking, and risk perceptions, indicated that H1, H2, H3, and H4 were supported. The findings show that a more complex relationship exists among SES, media use, and interpersonal communication on knowledge. This implies that scholars should take into consideration important factors from the knowledge-gap hypothesis and the differential gains model when examining knowledge gain in future. Likewise, health communication practitioners should be aware of the limits that mass media and interpersonal communication channels can play in H1N1-related knowledge, especially among the lower SES group of population. Communication practitioners may try to use other outreach techniques to reach out to the low resource communities. (Details about the findings and implications of the study will be elaborated in the full paper.)

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Understanding How Audiences Interpret the Edutainment Soap Makgabaneng: A Textual Analysis

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Makgabaneng is a radio serial drama that addresses critical HIV/AIDS awareness messages and behavior change issues among 10-49 year old citizens in Botswana. Based on the MARCH strategy (Modeling and Reinforcement to Combat HIV/AIDS), this drama aims to help change risky behaviors associated with HIV/AIDS through modeling and reinforcement. Some cultural narratives perpetuate the cycle of early marriage, unprotected sexual behaviors, multiple unplanned pregnancies, HIV infection and early death. MARCH is able to intervene by providing alternative narratives in which individuals hold control over their sexual and reproductive behavior (Galavotti, Pappas-DeLuca, & Lansky, 2001). Consistent with Bandura's Social Learning Theory, behavior change will not take place simply by including a desired messaging in these narratives; audiences must identify with the storylines of which they are engaged. Identification is established through positive, negative, and transitional character development strategy. Narratives include a positive role model who consistently makes responsible health decisions and a negative character that consistently engages in risky and irresponsible behavior. Transitional characters are also included who may start making risky decisions, but evolve into empowered, knowledgeable, and positive character. These dynamic transitional characters serve as the most identifiable role models for audience members, as they are neither consistently positive nor consistently negative. Audiences are able to internalize these challenges, apply them to their own lives and come up with solutions through interpersonal interactions. Makgabaneng focuses on five of these themes based on the recommendations of their funders, PEPFAR. The five themes that the organization has chosen to focus on include abstinence, alcohol reduction, partner reduction and fidelity, prevention with positives, and intergenerational sex. These five themes are appropriate for all members of the 10-49 year old audience. Quantitative donor research does little to understand how audiences are interpreting issues through the drama's storyline. Therefore, more holistic and qualitative analysis proves necessary. Textual analysis is one step towards understanding how audiences utilize media to process who they are and how they fit into the world in which they live (McKee, 2003). Bernard (2000) described textual analysis as the process of identifying potential themes that arise within a text, and then considering how those categories link together. Messages in texts can be found through a "dominant reading of the text, which positions the reader in relationship to the text" (Curtin, 1995, p. 4). This study aims to answer the following research questions through the use of a textual analysis: RQ1: How is Makgabaneng likely to be interpreted by its audiences? RQ2: What are the most salient messages embedded within Makgabaneng? RQ3: What are the possible societal implications of these interpretations? Ten episodes of the program will be randomly chosen from the latest season of Makgabaneng, and will be analyzed once as entertainment, a second time to identify reoccurring themes, and a third time to link these themes in connection to one another. Through this analysis, a better understanding will be gained regarding the most dominant and salient messages concerning ways in which Makgabaneng promotes HIV/AIDS related messages in its storyline.

El Individualismo Contemporáneo y la Comunicación bajo la Perspectiva de la Cohabitación Cultural

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El objetivo principal de este trabajo es, a partir de uno de los resultados de mi disertación (intitulada Periodismo y Comportamiento: los valores presentes en el discurso de la revista *Veja*), provocar la reflexión sobre la conducta "midiática" en relación a la orientación comportamental del individuo contemporáneo, teniendo por base aún a condición de cohabitación cultural, de forma como propone Dominique Wolton, considerando el escenario de globalización actual y el ideal democrático defendido por el pesquisador. En ese contexto, es posible

visualizar algunas proximidades y, principalmente, algunas distancias que se presentan entre el actual panorama “midiático” y aquel que Wolton sugiere como un posible ideal de comunicación y democracia. La pesquisa decurrente de mi disertación define, a través de la análisis de 22 reportajes de capa de la revista *Veja* (revista brasileña con mayor inserción social, con tiraje de 1,22 millón de ejemplares), sobre comportamiento, los principales valores que la revista destaca como centrales para nortear el comportamiento contemporáneo. Cuatro predominan en el corpus de la disertación, por aparecieron en más de 50% de los reportajes analizados en la revista *Veja*: salud, placer, belleza e inteligencia. Esa pesquisa reitera el argumento de Gilles Lipovetsky, según el cual podremos pensar sobre la influencia de la mídia en nuestra cultura cotidiana a partir da posición que asumen los valores individualistas, que sugieren a transformación de los modos de vida, de los gustos y de los comportamientos. Entre las consideraciones finales del trabajo y, a partir del soporte de Wolton, se destaca la defensa de una sociedad más igualitaria, en la cual las diversas identidades posan sobrevivir y las diferentes culturas posan cohabitar.

COMMUNICATING NUTRITION INFORMATION IN COMMUNITY SETTINGS – A CRITICAL EXAMINATION OF SOME INSTITUTIONAL APPROACHES IN INDIA

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India is confronting a strange paradox of being home to millions of undernourished and a growing number of overweight/obese population. The search for solutions has often pointed at ‘Nutrition Communication’ as a necessary tool in alleviating malnutrition. Given the labyrinth of nutritional problems, diverse communication strategies are being adopted by Government organizations, NGOs, research institutes and other actors. A study was conducted employing ‘case study’ method to understand the organizational perspectives and approaches to nutrition communication being adopted by different organizations from different sectors. Three different organizations from diverse sectors were purposively selected for case studies - the Food and Nutrition Board (FNB) from Government Sector, National Institute of Nutrition (NIN) from Research Sector and the Deccan Development Society (DDS) from NGO Sector. The case studies typically combined data collection methods such as information gathering from archives, reports, research papers etc., and semi-structured in-depth interviews with the key communicators in each organization and observations (wherever possible). Case studies highlighted key aspects of nutrition communication programmes, nutrition issues being addressed, objectives, target groups, sectors and/or settings involved, strategies used, duration of the project and results from evaluations. The bureaucratic requirements and target-oriented work schedules favour the use of informational models of communication in FNB leaving no scope for participatory approaches. The standard institutional procedures of NIN in a way are based on the understanding and use of communication as a set of technical skills to disseminate messages. In case of DDS, nutrition communication is only a support activity in achieving a broader goal of social change by lifting up the spirits of a local community to take pride in its own culture, intellect and environment. Although there are persuasive explanations and findings about ‘what works’ in certain settings, from nutrition communication activities of NIN and DDS, there’s hardly any evidence of scaling them up to other settings. Different institutional perspectives indicated that combination of communication methods are being used by the organisations. Despite employing multi-strategy interventions, there exists a rift between institutional considerations and choice of approaches for nutrition communication. The institutional choices of approaches to communication seem to emphasize on individual knowledge changes with an assumption that knowledge gain would lead to behavior change. They are mainly concerned with measuring the success of different ‘intervention’ strategies and positioned in the backdrop of the dominant top-down, expert driven approaches. Even in cases where participatory approach is being used, nutrition communication is just one among many tools in achieving broader goals of community empowerment and hence lacks focus. Nutrition communication processes in these organisations often do not include evaluation component. This makes it difficult to attribute any change in behaviour or in nutritional status of target population to the communication process. It is the institutional goals

and budgetary constraints and not the normative values that determine the choice of models or approaches to communication. Communication's role should be seen as beyond merely producing materials for information dissemination and it should be a fundamental component in nutrition programmes and policies with evaluation component incorporated right at the planning stage.

Influenza A: How official sources set the agenda of Portuguese Newspapers?

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In 2009, the risk of an influenza pandemic emerged in the media. In April, the World Health Organization (WHO) recognized the appearance of a new influenza virus and named it "Influenza A, H1N1". Fearing an uncontrolled clinical picture, the WHO declared a pandemic global alert. As a consequence media all over the world began conveying information about the epidemic danger. In Portugal, media coverage on Influenza A was intense. News reports state that, from the 24th to the 28th of April, 14% of television news referred Influenza A (Marketest, 04/2009). This is an uncommon rate, which confirms the news value given to the issue. But, as the number of deaths within Influenza A patients (69, 12/2009, DGS) turned out to be much lower than the foreseen statistics of national authorities (8 700, worst scenario, DGS), the hypothesis of a "media pandemic" was suggested by national opinion makers. Within this debate environment, we have decided to study the sources used by Portuguese newspapers to produce news on Influenza A. Finding the news sources on health issues is a way of understanding health information and it has been a neglected area on Health Communication. As so we have developed a study that aimed at answering the question: who where the sources of Influenza A news coverage? This investigation is part of a wider project and it stood on the examination of 655 articles (1967 sources) of three national newspapers, with distinct editorial criteria: *Expresso* (a weekly broadsheet newspaper), *Público* (a daily broadsheet newspaper) and *Jornal de Notícias* (a daily popular newspaper). The analysis considered six variables: number of sources, their geographic location, genre, identification, status and medical expertise. This task followed a quantitative methodology. The results suggested that official sources were the dominant information suppliers on Influenza A news coverage in Portugal. These official sources were mainly political representatives (as the Minister of Health or the Secretary of State) and official authorities on health issues (as the national health organization, DGS). And even when newspapers refer to medical sources, those consultants were mostly suggested by health authorities, as a way of controlling information dissemination. It is also relevant that these primary sources are mostly located in the capital, Lisbon, and they are national references on the issue. There is no significant information provided by local or regional sources. The study also shows that those national representatives looked for influencing media agenda through the intense use of public relations techniques, as press releases, press conferences, interviews or regular briefings. As a consequence of their status and expertise, those sources were primary definers of media agenda setting. Our results confirm previous noticed trends on Health Communication research, which suggest how difficult it is to find balanced information on health news, as a consequence of powerful official sources, lack of access to medical sources who keep on being disorganized, reduced number of health journalists and lasting misunderstandings between journalists and the medical community.

Communication and (ill)healths

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In this paper health communication is defined as a cultural and social practice that produces healths and illnesses. Understanding health communication in this sense highlights the question what kinds of healths and illnesses are constructed in communication. In the field of traditional health communication, health and illness

are typically understood biomedically. This biomedical hegemony may hinder us from seeing healths and illnesses as social and cultural practices constructed in communication. Furthermore, this may present a medicalization problem in health communication studies. In this paper, I will expound three dimensions of healths and illnesses that I have used in my studies on health journalism. I will also suggest that the three dimensions are a means to get some distance from the biomedical hegemony of (ill)healths. The three dimensions of healths and illnesses are medical disease, illness and sickness. The first dimension is medical disease. For modern medicine, disease is the (biological) manifestation of objective reality found in diagnosis, and the existence of disease is not dependent on human understanding. Behind this objective understanding of illness are the connections between medicine and natural science and the naturalistic definition of disease. The second dimension is personal experience. Its starting points are in individual experiences which can be both personal and collectively shared. Even if illness is an individual experience, it is not constructed in individual experience only; time and space set the conditions for the individual's illness. Therefore, the subjective experience always includes the collective experience: the individual experience of illness is both subjective and inter-subjective. In the theory of illness and health, these two dimensions are the most common distinctions. Since the late 70s, the third dimension, sickness, has not been in the focus of the health related studies. In those studies, sickness is understood either as the context where the disease and illness are constructed or as an independent, social dimension of illness. I prefer to see sickness as an independent dimension that is a social order of (ill)healths. Some states of individual being can be defined as illness within the social order even though medically defined there is no disease and the individual does not feel ill. In the context of health communication studies, the three dimensions of health and illness comprise the theoretical framework that helps dismantle the hegemony of the biomedical disease. Understanding biomedical disease as a historical way of knowing brings out the political nature of healths and illnesses that are constructed both in communication and the media.

'Self Health' and Societal Health: British press coverage of health inequalities (1998-2009)

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After its election in 1997, the British Labour government identified the reduction of health inequalities in society as a central and ambitious objective of its social welfare agenda. Despite its efforts, recent evidence suggests these injustices are persisting and deepening. Moreover, the policy agenda has shifted profoundly over the last ten years, becoming increasingly distant from the social redistributive frame that shaped the government's initial policy ambitions. Drawing on this wider political context, this paper will present findings from a detailed qualitative and quantitative content analysis of the representation of health inequalities in the British press over the last decade. This independent research was commissioned by the National Social Market Centre and the Department of Health in May 2009. In the analysis, we consider the relationship between the media and policy agendas on this topic and the tensions and confluences that developed over this period. Our study shows that although coverage of health is consistently high, media attention to its social determination and associated matters of social justice are consistently marginalized. We contend that one of the reasons for this is the prevalence of deeply entrenched media narratives about liberty and the proper relationship between state and citizen. These inform, in turn, a powerful 'self health' frame that dominates media constructions, in which individual responsibility and agency are emphasized and valorized.

Faith-based Approach to Health and Behavior Change Communication: Potential and Challenges for Rural Communities in Kenya

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Health interventions that utilize the mass media communication approach have been criticized for lack of success in bringing about behavior change particularly in the less developed nations that experience higher impacts of global epidemics such as HIV/AIDS, Tuberculosis, and other chronic diseases. Researchers attribute this lack of success to the unsuitable application of behavior change theories and models that lack cultural sensitivity and overall relevance to the targeted population. One alternative to the dominant mass media health campaigns is a culture-centered approach that would involve community members in finding solutions to the health problems affecting them. Another alternative is the communication for social change (CFSC) approach that addresses broader social issues. The CFSC approach incorporates cultural contexts in addressing health and other issues affecting society and puts those in the affected communities in control of the means and content of communication process. The current study used the CFSC model and explores a faith-based approach (FBA) that incorporates religion, as a social and cultural component, and religious leaders and community influencers in health and behavior change communication. Religiosity influences people's health decisions and disease preventing measures taken, how they cope and treat those affected by serious illnesses while faith leaders influence opinions, attitudes and behaviors at personal, community and social levels. Increasingly, faith-based organizations have also made notable contributions in health education and promotion while others provide the necessary health infrastructure in the overall reduction of mortality and morbidity in many communities. Such contributions and the emerging scientific evidence demonstrating the health and religiosity link have led to the call for an expansion of the World Health Organization's seminal definition of health to include a spiritual dimension of wellness. This study explored the potential and challenges for faith-based interventions in health and well-being of rural Kenyan communities. Data were gathered through in-depth interviews with 28 religious leaders in central Kenya, an agricultural region that is predominantly Christian due to early interactions European settlers and missionaries but also hosts African traditional and independent religions practiced side by side with Christianity. Key findings indicate that many religious leaders are conscious about emerging health problems due to their involvement in the lives of their community members. They are also aware of the social, cultural and risky behavioral contributors to the health problems facing their communities. They recognize their role as societal influencers and the need to take leadership in mobilizing resources to address the health challenges facing their communities. The impact of HIV/AIDS and emergence of other chronic diseases contributes have led to their calls for a more comprehensive approach that will address health risks from a social, spiritual and behavioral perspectives, providing health services where necessary. Faith-based initiatives were considered more stable and sustainable compared to many sporadic interventions implemented by government and non-governmental organizations that lack community ownership. The FBA is however challenged by the social-cultural changes that cause emerging conflicts between traditional and faith healing practices and the practice of modern medicine, all practiced side by side in the rural communities.

Health Communication and Swine Flu in the 2009 Muslim Ceremony of Hajj

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The danger of the spread of swine flu in the Muslim ceremony of Hajj held in November 2009, in two cities of Saudi Arabia, threatened the lives of 3 million Muslims from all over the world. However the communication of health messages through various media and a binding of religious beliefs to these messages forestalled a human disaster. In a field research conducted through numerous observations and interviews during one month among Iranian pilgrims, it was ascertained that rather than relying on the "caravan" clerics on health issues, the pilgrims relied on the advices of the "caravan" physicians, and religious faith encouraged their reception of health messages and observing of personal hygiene. As a result, not only the swine flu but also the other common diseases didn't spread during the ceremony of Hajj. The researcher has also used the Delphi method to identify

the statements on which there was a consensus among the physicians about the role of the media and of religious beliefs in controlling the crisis in the Hajj of 2009.

Journalistic reporting on mental disorders: examples from Swiss newspapers'

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[paper 1 of panel 2 for 'Disability, Communication and Human Rights' Mental disorders as defined scientifically / medically in the WHO's International Classification of Diseases (ICD) pose a serious problem for Swiss society – to different intents and purposes. Considering that journalistic reporting is the single most important source of peoples' daily information; especially when the "unknown zones" of societal life are concerned, the question is, if and how Swiss mass media do pick out the problem of mental disorders. Therefore and to provide reliable knowledge a quantitatively as well as qualitatively oriented content analysis has been organized. The most important (according to reach; to quantity and quality of news room staff; to quantity and quality of scientific reporting) Swiss newspapers have been included: "Neue Zürcher Zeitung"; "Tages-Anzeiger"; additionally the most relevant tabloids – "Blick", "20 Minuten". Within the timeframe of a year (2008) articles have been searched electronically by means of a sample of key words. Thus, 300 articles have been selected for analysis. Two theoretical approaches have been organized. From the broadly based discussions on the concepts of "discrimination" / "stigmatization" it can be deduced that journalistic reporting will label and stereotype mental disorders and mentally disordered. From theory on journalistic selectivity and routine, from theory of journalistic quality and from theory on scientific journalism it can be deduced that reporting (on mental disorders and mentally disordered) will be event-oriented, more politically framed than scientifically, more on local and every day issues. Results indicate that compared to other societal problems mental disorders are only selected to a limited degree. Mental disorders are hardly denominated by their scientific ICD-expressions. Reporting is event-oriented as it is overdominantly on cases of crime and subsequent court trials. A direct labelling or stereotyping of mental disorders and mentally disordered is hardly to be found. There is hardly any insulting or pejorative vocabulary. As a conclusion it may be stated, that reporting is following journalistic conventions and routines. It may be stated that it is the consequent interrelating of mental disorder and crime that is discriminative. Note: The research project "Psychische Krankheiten in journalistischen Darstellungen" is supported by the Schweizerische Gesellschaft für Psychiatrie und Psychotherapie (Swiss Society for Psychiatry and Psychotherapy). In the further run of the project Swiss newspapers in French and Italian language will be analyzed for reasons of intercultural comparison. In group discussions results will be presented to mentally disordered and to psychiatric experts. The aim of all this is to develop a concept of non-discriminative reporting to be introduced in journalism education – as for example the "IAM bachelor degree program in journalism and organizational communication".

From the savage and the possessed one to the citizen: Reflections around the social representations on the persons with disability aborigens in Mexico.

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[paper 2 of panel 'Disability Communication and Human Rights'] Del salvaje y el poseso al ciudadano: Reflexiones en torno a las representaciones sociales sobre las personas con discapacidad indígenas en México. (Resumen) Eduardo García En esta ponencia el autor presenta una mirada sobre las representaciones de las personas con discapacidad (PcD) indígenas en México. Analiza la construcción imaginaria que ha definido el status de múltiple exclusión de las PcD en un sector que el componente étnico ya implica, en sí mismo, grave discriminación. El recorrido incluye una mirada sobre la discapacidad en el México precolombino, en el tiempo de la colonia, en el surgimiento del México como estado nacional y en la modernidad, edad esta última en la que

se concretan las primeras experiencias de las PcD indígenas tendientes a lograr la autorepresentación; autorepresentación que como proceso recoge y se alimenta de lo mejor de otros movimientos y que en mayor o en menor medida plantea la aspiración de una autorepresentación que fundamenta filosóficamente sus existencia en la ética del cuidado y la ética de la justicia. From the savage and the possessed one to the citizen: Reflections around the social representations on the persons with disability aborigens in Mexico. (Abstrac) Eduardo García In this paper the author presents a look over the representations of the persons with disability (PwD) aborigens in Mexico. He analyzes the imaginary construction which defines the status of multiple exclusion of the PwD in a sector in which the ethnic component already implies, in itself, serious discrimination. The tour includes a look at the disability in the pre-Columbian Mexico, in the time of the colony, in the emergence of the Mexico as country and in the modernity, age the latter in that the first experiences of the indigenous PwD, intending to concentrate to achive the autorepresentation; autorepresentation that he gathers as a process, and that is fed on the best of other movements and that raises in major or in minor measure the aspiration of an autorepresentation that philosophically bases its existence on the ethics of the care and the ethics of the justice.

Disability in the Uruguayan Media

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After the end of the dictatorship Uruguay has advanced significantly in the protection for people with disabilities. More recently inclusion policies and the fight against discrimination have become crucial issues in political programs. In 1989 a framework law on the integral protection for people with disabilities has been enforced. This law establishes several principles regarding the integration of people with disabilities in society and sets up a National Program on Disability creating two institutions in charge of it. As of 2008 the National Disability Program is under the responsibility of the Ministry of Social Development. This is to be considered a radical shift in the way disability is now addressed. Uruguay has also ratified the UN Convention on the Rights of People with Disabilities and soon will ratify the optional protocol. Nevertheless all these advances and good purposes are not reflected in how the media depict disabilities and people with disabilities and therefore how society perceives the issue. A closer analysis will reveal that the popular cultural images of disability in Uruguay commonly perpetuate negative stereotypes, and often supply the voyeuristic tendencies of non-disabled audiences (i.e. Teleton). This paper will provide an attentive study through content analysis on how Uruguayan Media (newspapers, TV, radio) deal with disability issues. Conclusions will focus on the lack of a strong self-representative movement of people with disabilities as the main reason of such a negative representation of disability in the national media.

Young TV producers reporting on HIV/AIDS

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In July 2009, 10 young TV producers from five different East-African countries (Ethiopia, Kenya, Rwanda, Tanzania and Uganda) gathered in Nairobi, Kenya, to attend a 10-day workshop in TV-documentary making. The course was a part of UNESCO's ongoing project UNESCO's Network of Young TV Producers on HIV and AIDS that supports capacity building of young TV professionals in developing countries for accurate, credible and sensitive reporting on HIV and AIDS. This paper, that is going to be the first article in my PhD-project that follows the Young TV producers-project, will focus on 9 of the 5-minute documentaries that where made after the workshop. Firstly, through text analysis and genre theory I would like to study the producers' understanding about the documentary genre. As many producers are trained within the news tradition, I expect that that the TV-programmes will have more focus on the spoken word, than on visual storytelling. Secondly, I will also study how the persons living with HIV and AIDS are represented in these documentaries. In contrast to the earlier HIV/AIDS-

programmes that served scary scenarios of a deadly disease in the 1980's and 90's, this project focuses on addressing stigma and telling positive stories. Therefore, with a semiological approach, I expect on the one hand to find examples in the documentaries where the producer him or her self is more in focus than the actual person living with the virus. On the other hand, focusing on genre theory, when the programme uses visual storytelling as a narrative strategy I expect that persons living with the virus are more often given a voice of their own.