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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	At the intersections of HIV/AIDS : power, disease, others, and China's media -- China's media : telling and knowing HIV/AIDS -- Differentiating understandings : hei black and blackness, race, and place -- Hei : Africa, Africans, and HIV/AIDS -- Yuanshi : presenting the origin and primitive circumstances of HIV/AIDS in Africa -- Kexue : scientism and HIV/AIDS.
Sommario/riassunto	HIV/AIDS is an increasingly serious problem in China, with an increasing number of new cases every year. As a result, HIV organizations have boomed, with both state and non-governmental organisations responding to the threat with campaigns to increase public awareness of the disease, utilising the media as the primary tool to reshape citizens' understandings and views of HIV/AIDS. This book explores how HIV/AIDS is portrayed in China's media. It argues that, despite increasing education campaigns, media coverage and social and academic openness towards HIV/AIDS, many Chinese of the majority