

1. Record Nr.	UNINA9910799922203321
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Titolo	HIV/AIDS, health and the media in China : imagined immunity through racialized disease // Johanna Hood
Pubbl/distr/stampa	London ; , New York : , : Routledge, , 2011
ISBN	1-136-83895-3 1-283-10478-4 9786613104786 1-136-83896-1 0-203-83281-7
Descrizione fisica	1 online resource (257 p.)
Collana	Media, culture, and social change in Asia ; ; 23
Classificazione	44.75 44.19
Disciplina	362.196/979200951
Soggetti	AIDS (Disease) - China AIDS (Disease) in mass media - China
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
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

