According to modern ideas, in order for the State to progress, it was necessary to correct the dysfunctions of society, to improve them. Our theoretical dialogues undergo issues of biopower and biopolitics (Michel Foucault and Giorgio Agamben) and the relationship between the body and the state. In this process, we also consider the concepts of biopower and biopolitics, which produce knowledge, which produces “truth effects”, determining cleavages of what is productive and what is not productive, as well as the knowledge, which is legitimated by the State and other spheres of power (medical knowledge, mostly), in order to achieve healthy outcomes.

Understanding Resistances to HIV/AIDS Awareness Campaigns

INTRODUCTION

Biopolitics were conceived by Foucault (1975-1976) as policies of disciplining and administrating the bodies, carried out by the bourgeois state and other spheres of power (medical knowledge, mostly), in order to achieve healthy outcomes. This communication model – heavily influenced by the biomedical model – is the result of the campaigns that have been carried out by the State since the 1990s, trying to control the population, especially the most persuasive forms of advertising and health information promotion. This communication model – heavily influenced by the biomedical model – is the result of the campaigns that have been carried out by the State since the 1990s, trying to control the population, especially the most systematic and effective forms of persuasion. This campaign model is based on the idea that health is a matter of individual responsibility, and that the State's role is to inform and educate the population.

 thống resistances to HIV/AIDS awareness campaigns among young people in the context of life and death (Steele, 2000). The primary aim of this study is to understand the resistance of other individuals.

METHODOLOGY

The respondents 2 prevention campaigns observed by the Brazilian Ministry of Health and distributed in Brazil and in other countries, such as Argentina, are also cited in our study, along with references to the literature. The respondents are not identified by name, but are described according to their sociodemographic characteristics (age, gender, education, etc.).

CONCLUSIONS

We need to understand the resistance, the counter-discourses, to public health campaigns without praising them as a kind of pathologization of information, whereas the subjects identified with them cannot be characterized as monolithic or homogeneous. Instead, we need to understand the resistance as a complex and multi-dimensional process of interaction between the individuals and the social context.

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DISCOURSES ON SOLIDARITY

Although most campaigns are focused on prevention, some are aimed at stimulating the benefits of social solidarity. They also promote solidarity in the workplace and the community, in order to reduce the stigma and discrimination that can affect people living with HIV/AIDS. The campaigns also encourage personal and collective resistance against discrimination and violence.

DISCOURSES ON LOVE AND CARE

One of the most common appeals of government campaigns is the association between caring for others and care for one’s self. In popular culture, the demands on both aspects are often high, and the campaigns aim to emphasize the importance of both.

DISCOURSES ON PREVENTION

This campaign is part of the campaign's project, which includes a number of key messages. The campaigns also encourage personal and collective resistance against discrimination and violence.

DISCOURSES ON LIFE

The respondents' discourses on life and death (Steele, 2000) are based on the concept of life and death (Steele, 2000). The primary aim of this study is to understand the resistance of other individuals.

Who loves uses it. Don't bring AIDS to home. Use condom. Source: A campaign by the Ministry of Health of Brazil. It is a campaign against HIV/AIDS. The poster indicates the use of condoms and their benefits. The respondents indicate their benefits. They are intended to inform, but also to help them in some sphere of meaning, so we do not feel like they make an issue about use condoms, as long as they use condoms. The respondents indicate their benefits. They are intended to inform, but also to help them in some sphere of meaning, so we do not feel like they make an issue about use condoms, as long as they use condoms.