

HEALTH PROMOTION IN THE UK NATIONAL MEDIA: *HIV AND AIDS PREVENTION DISCOURSE*

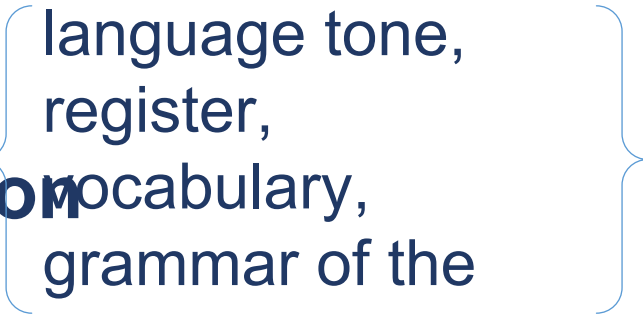


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Health Literacy & Promoting Health Awareness

- **Priority** of a healthcare policy of any national government.
- **WHO**: “Health promotion is the process of enabling people to increase control over, and to improve their health”. [1]
- *Media is a tool of communication* between the government, scientists or healthcare practitioners and common public. [2; p.423]
- **Success of such communication**  **discursive features**
 - language tone, register, vocabulary, grammar of the text

RESEARCH

- **The objective** – to identify and analyse discursive features of health promotion on the problem of HIV or AIDS on *National Health Service* (<https://www.nhs.uk>)
- **The material** – texts published on NHS:
 - the official website of the United Kingdom,
 - relevant material of health promotion,
 - representation of the government policy in relation to various medical problems.
- **The method** – descriptive.
- **Criteria:**
 - content,
 - communicative means,
 - pragmatics of communication

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- indicates the topics the government draws attention to;
- the analysis of the topics, their components and structure;
- Internet media text – a complicated multimodal phenomenon [3];
- topic representation is supported by hypertextual means of verbal and nonverbal origin:
 - colours
 - underlining,
 - hyperlinks,
 - icons,
 - menu lines, etc. [4, p.17].
- The topic in a media text is inextricably intertwined with hypertextual means.

HIV / AIDS prevention discourse: content and structure

Topics



All the information is in the section under the title:

HIV and AIDS

- **Overview**
- Symptoms
- Causes
- Diagnosis
- Treatment
- Living with
- Prevention

the material is shortly presented on the topics mentioned below

the titles of the subsections are very clear, the audience knows what and where to seek

The hypertextual means



- hyperlinks as underlined words or phrases;
- underlined and marked in a blue colour;
- being used change their blue colour to the violet one;
- support all the topics;
- Indicate:
 - a website of HIV charity organisations,
 - trust campaigns,
 - HIV testing services location;
- attract audience's attention;
- provide additional information on an extra page or a website

- [Overview](#)
- [Symptoms](#)
- [Causes](#)
- [Diagnosis](#)
- [Treatment](#)
- [Living with](#)
- [Prevention](#)

Read more about the [PrEP trial to prevent against HIV infection](#).

Read more about [screening for HIV during pregnancy](#).

Read more about [treating HIV](#).

Want to know more?

- [NAM aidsmap: HIV and AIDS](#)
- [NAT: symptoms](#)
- [Terrence Higgins Trust: stages of HIV infection](#)

← [Previous](#)

[HIV and AIDS](#)

[Next](#) →

[Causes](#)

HIV / AIDS prevention discourse: content and structure. RESULTS

- All the information is collected in one section.
- Hyperlinks implement
 - a quick navigation between the points,
 - an access to further information
 - in subsections or
 - on other web sites.



- the basic medium of health promotion at the national website;
- comprises properties of media and medical discourse;
- linguistic means of communication:
 - *verbal (the vocabulary)*
 - operates with the speech to be comprehensible for people without medical education,
 - influences the communication style [5];
 - *non-verbal (graphics and visual images).*

HIV/AIDS prevention discourse: the language of communication

Vocabulary and terminology: communicative function



- **The common vocabulary** makes the information perception less complicated:

shares needles, for people with HIV, the level of HIV virus in the blood is so low, getting HIV, a heroin user, etc.

- **Colloquial means** are easier for the comprehension:

~~*It's available as a tablet...; It's very important...; it can't be detected...; If you're a heroin user...; You'll be able to get...*~~

The aim of prevention discourse:

Vocabulary and terminology: communicative function



- Since medical issues are discussed, it is impossible to manage without **a limited use of terminology** [5]:

post-exposure prophylaxis (PEP), pre-exposure prophylaxis (PrEP), the viral load, injecting equipment, undetectable=untransmittable, methadone, medication, antenatal screening, etc.

- A limited number of technical vocabulary attaches great importance and seriousness to the discussed issues

the audience trusts the source of information

Graphics and visual images



- no pictures related to the topic
- the text is presented in groups or lists of points,
- the information is perceived without any difficulties.

Most people infected with HIV experience a short, flu-like illness that occurs 2-6 weeks after infection. After this, HIV may not cause any symptoms for several years.

It's estimated up to 80% of people who are infected with HIV experience this flu-like illness.

The most common symptoms are:

- raised temperature (fever)
- sore throat
- body rash

Other symptoms can include:

- tiredness
- joint pain
- muscle pain
- swollen glands

Graphics and visual images



When to get tested

Seek medical advice immediately if you think there's a chance you could have HIV. The earlier it's diagnosed, the earlier you can start treatment and avoid becoming seriously ill.

Some HIV tests may need to be repeated 1-3 months after exposure to HIV infection, but you shouldn't wait this long to seek help.

Your GP or a sexual health professional can talk to you about having a test and discuss whether you should take emergency HIV medication.

Anti-HIV medication called post-exposure prophylaxis (PEP) may stop you becoming infected if taken within 72 hours of being exposed to the virus.

Read more about [treating HIV](#).

Where to get an HIV test

There are various places you can go to for an HIV test, including:

- sexual health or genitourinary medicine (GUM) clinics
- clinics run by charities like the [Terrence Higgins Trust](#)
- some GP surgeries
- some contraception and young people's clinics
- local drug dependency services
- an antenatal clinic, if you're pregnant
- a private clinic, where you will have to pay

[Find HIV testing services near you](#)

There are also home sampling and home testing kits you can use if you don't want to visit any of these places.

**a reader-friendly way of information arrangement
(headings clustering) is used**

- conveys certain messages;
- forms a particular opinion with the audience;
- Influences;
- persuades;
- contains the observations on pragmatic issues of prevention discourse;
- two commonly used communicative strategies:
 - to raise awareness,
 - to urge for an action;
- the language the British website uses to implement these strategies.

The pragmatics of communication

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NHS

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Advice to visit a specialist



- involves public awareness raising on the necessity of consulting with an expert in any problematic case;
- a strong recommendation to get tested on the infections;
- to speak to a doctor to get information on how to be protected from the disease;
- indicates the importance of visiting an expert with the help of an **imperative**:

Speak to your local sexual health clinic or GP for further advice about the best way to reduce your risk

Direct appeal to the audience



- to establish contact with the target readers;
- to raise their awareness of the problem;
- accomplishes the communicative strategy of urging the audience for action [5];
- employs the application of you and your pronouns:
 - if you use drugs; if you have been taking effective HIV treatment; your viral load has been undetectable for 6 months or more; you cannot pass the virus on; this could expose you to HIV and other viruses found in blood; If you're a heroin user; If you're having a tattoo or piercing; You'll be able to get,*
- and the imperative: ~~Read more; Want to know more?~~

Imperative mood and you-pronoun forms perform

“Effective HIV and AIDS communication in construction, therefore, involves providing relevant and meaningful information accurately, consistently, reiteratively, and repetitively using multiple methods, mediums, and languages”. [6, p.252]

Conclusion

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CONCLUSION

concerns a number of topics

provides the site navigation by the word / phrasal hyperlinks

uses common and technical vocabulary

applies a way of headings clustering

pays attention to the necessity of consulting with a specialist

appeals directly to the audience

RESULT



performs the communicative
strategies of
informing
and
urging for action

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***THANK
YOU
FOR
YOUR
ATTENTIO
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