

Tout Moun

Caribbean Journal of Cultural Studies

*Beyond the Crisis-Generation and the Dread
Instilled: Special Issue in Honour of
Professor Paula Eleanor Morgan*

HIV REPORTING: A QUANTITATIVE STUDY OF THE GLEANER COMPANY (MEDIA) LIMITED



Alana Smith

Introduction

It is easy, too easy at times, for us to forget that behind the endeavours of prominent scholars are persons who are directly impacted by their research. The work of Professor Paula Morgan spotlights her commitment to making a tangible difference in improving one's quality of life, especially for persons living in the Caribbean. Best known for her work in education with a focus on Caribbean literature and culture, it is undoubtedly Professor Morgan's activism for women and persons with disabilities that stood out to this researcher because her pursuit of knowledge was consistently focused on the plight of vulnerable groups within the region. Like the ethos of this paper, Professor Morgan's research embodies the fact that academia - in the hands of committed and passionate scholars - yields quantifiably long-lasting results for persons who are at risk of social exclusion.

Persons with HIV comprise one such vulnerable group in the Caribbean. In 1982, the first case of Acquired Immuno-Deficiency Syndrome (AIDS) was officially reported in Jamaica (Barnes et al. 8). Since then, the issue of AIDS - and HIV - the virus which results in AIDS, has commanded national attention at all levels of society, including political, economic, social, and environmental.

Jamaica's multi-faceted efforts in responding to HIV-related issues are clearly documented in the HIV/AIDS/STI National Strategic Plan 2002-2006 and are in line with recommendations proposed by regional stakeholders (Health Ministry 8, 13).

Due to the undeniable medical associations with HIV, the healthcare sector dominated the national response to HIV and AIDS in the Caribbean for many years. There has been, however, a growing awareness in the Caribbean that all strata of society must be utilised to effectively prevent, control, and treat HIV-related issues. In this regard, the Pan Caribbean Partnership Against HIV/AIDS (PANCAP) has encouraged the multi-sectoral mobilisation of all resources to effectively respond to the region's HIV-related issues. This multi-sectoral approach is clearly documented in the Caribbean Regional Framework on HIV and AIDS 2008-2012 (PANCAP 16, 17, 18).

HIV and its related social issues- such as stigma and discrimination- have moved from being categorised as a homosexual condition (while the meaning of the word homosexual is debatable, it is used for its policy-related usefulness) to social issues that defy boundaries of sexual orientation, social, or economic status. In contrast to previous years, in 2009 the Joint United Nations Programme on HIV/AIDS (UNAIDS) reported that men and women are contracting HIV in equal numbers. One factor contributing to this trend is that many faithful women contract HIV from their sexual partners, leading UNAIDS to suggest that there is a need to investigate bisexuality (this term is used for its policy-centric and operational utility external to its semantic contentions) in the Caribbean. This situation means that HIV, which in the past had higher transmission rates in men, now has serious implications for women, especially women of childbearing age (Smith 2). The work of lobby groups then becomes

very crucial in public education drives to make people aware of changing trends in the transmission of HIV.

Additionally, improvements in drug therapy mean that people with HIV are living longer (Smith 2). There is then a necessity for social policies promoting equality of treatment for persons with HIV. The media facilitates national policy by either highlighting pertinent social issues or providing public feedback on existing strategies (Hamer 17, 18). Prior to 2006, media guidelines for HIV reporting were aimed at reducing the use of inaccurate terms and value-riddled language. PAHO's 2006 HIV reporting guide (Appendix A), however, takes the issue of HIV reporting a step further by explaining to Caribbean journalists why specific HIV reporting terms should or should not be used. According to Mr. Leighton Williams in a personal interview on 09 April 2010, PAHO trained journalists from The Gleaner Company (Media) Limited in HIV reported using their Caribbean-centric media guide. Prior to, during, and after this study's timeframe, Mr. Williams was employed as a journalist and editor at the media company and attended PAHO's HIV reporting training workshop. Mr. Williams was also involved in disseminating the knowledge received in PAHO's workshop to other journalists employed by The Gleaner and Sunday Gleaner. The media's role as a provider of information may be viewed in relation to both the state and society. This dual perspective means that journalists often inform government policy by way of highlighting key occurrences at the *ground level*, while simultaneously reporting salient decisions taken at the *national level*.

The action plan arising from the 2006 Champions for Change III conference recommends reviewing the media's role in reducing HIV and AIDS stigma and discrimination. This reconsideration of the media's function in responding to HIV-related issues, however, actively involves media workers re-thinking their

journalistic practices in HIV reporting (CARICOM par. 4). With a lack of research into HIV reporting standards and practices in the Caribbean in general and Jamaica in particular (Hamer 18), this study is not only a timely intervention, but a requirement. The HIV-related terminology used in Jamaican media texts forms part of these overall journalistic practices that need to be revised and formally studied. When appropriate HIV reporting terms are used, the reality of the HIV epidemic in Jamaica is accurately reflected, thereby reducing stigma and discrimination (CARICOM par. 4). The latter forms part of the Jamaican Government's mandate, and this paper supports the state's commitment by providing pertinent research on the media as part of a holistic social response to HIV. It does this by quantifying the frequency of HIV-related lexical terms used by journalists of the Daily and Sunday Gleaner before and after they were trained by PAHO in HIV reporting using the organisation's guidelines. This will establish the extent to which PAHO's suggested HIV-related terminology was adopted by journalists.

Methodology (*Design*)

This research is a case study, a design quite popular within health research as it enables the analysis of multiple layers of health-related phenomena that are as distinct as they are interrelated (Yin 1209). The case study design is also extensively used in the field of communication (Jaques 1) as it enables researchers to link communication theory to practical, real-life experiences. A single case - The Gleaner Company (Media) Limited - was chosen because it was the only verified newspaper company that received training from PAHO in HIV reporting. The design of this study, therefore, is a functional approach to investigating the phenomenon of HIV reporting.

Sample Selection

The guidelines for Caribbean journalists on HIV reporting - The HIV-related PAHO 2006 Update - were published in August 2006. To have a comparative framework, two years before and after publication of the document was selected as the period which would be analysed. The Daily and Sunday Gleaner's published articles relating to HIV were selected for the years January 01, 2004 - December 31, 2005 and January 01, 2007 - December 31, 2008. Adopting innovative journalism practices, such as using PAHO's preferred HIV reporting terms as opposed to other terminology, is particularly difficult in traditional media (Belair-Gagnon and Steinke 2). Additionally, the rate at which an innovation spreads in traditional media depends on many factors, including - but not limited to - the culture of the newsroom; conceptualisations of reality that are created, maintained, and/or reproduced within the media company among various categories of staff; and the attitudes and behaviour of other social actors who may or may not be aware of journalistic norms and values (Belair-Gagnon and Steinke 3).

While the literature does not specify a timeframe for the spread of new ideas related to HIV reporting, former Daily and Sunday Gleaner journalist and editor Leighton Williams confirms that staff was exposed to PAHO's document after its August 2006 publication. With this in mind, the year in which the guidelines were published was excluded from the study to account for the dissemination of PAHO's 2006 HIV-reporting terms within the media house. In other words, no HIV-related published articles were selected for the period January 01, 2006 to December 31, 2006. According to The Gleaner Company (Media) Limited's librarian Sheree Rhoden, their electronic database is categorised based on keywords. This means that the company's published

articles related to HIV were classified using no other keyword but *HIV* by library staff. This keyword, therefore, was used to search the database. A total of 122 published stories relating to HIV were accessed for Period 1 (January 01, 2004 - December 31, 2005) and 86 for Period 2 (January 01, 2007 - December 31, 2008).

Data Analysis

All collected data was manually analysed without the use of electronic software. For ease and clarity, the data was processed in the study's two time periods. A coding sheet (see Appendix B) was developed for coders to indicate - using either a tick for yes or no - whether the terms contained in the HIV-related Language PAHO 2006 Update were present in the headline and first paragraph of each article selected. Two trained coders used a priori coding to establish categories before data collection to analyse the 208 HIV-related articles published by the Daily and Sunday Gleaner. They worked independently and did not consult with each other during this process. The coding sheet was developed using the categories from the HIV-related language PAHO 2006 Update, the document PAHO used to train journalists from the Daily and Sunday Gleaner in HIV reporting. Quantification was undertaken at the nominal or categorical level, through a count establishing frequency of occurrence of each unit, within the headline and first paragraph of the published news story. At the nominal level, a simple yes or no for the presence of terms was indicated on the coding sheet. This level was chosen because there is a greater probability of inter-coder reliability at this level (Krippendorff 412).

The inverted pyramid or inverted triangle style of journalism is the most popular reporting practice and places the most captivating and salient news at the top, with the rest of the story containing additional details, background,

tables, or figures (Heravi 2). Former Daily and Sunday Gleaner journalist and editor during the study's timeframe Mr. Leighton Williams stated that this style is used in The Daily and Sunday Gleaner, and accounts for this paper's focus on the headline and first paragraph only. The use of the inverted pyramid reporting style at the company also explains why this study counted each time the coded terms were used. For instance, if a term was present in the headline (that captures the reader's attention) and appeared twice in the first paragraph (which summarises crucial details of the story), it was counted as appearing three times. After all published material from The Gleaner and Sunday Gleaner were coded, the coding sheets were collected and reviewed by the researcher. There was no variation between the two coders, and all responses on the coding sheets indicated that there was no differentiation for the terms being categorised as either present or absent. That is, there was 100 percent inter-coder reliability.

Findings

Period 1: January 01, 2004 - December 31, 2005

During this timeframe, 122 stories were identified as having HIV-related content. The term *HIV/AIDS* appeared 68 times, while the term *people living with AIDS (PLWA)* appeared 16 times. The use of *military language* – which includes terms associated with the armed forces such as *fight, war, target, combat* – was evidenced 13 times, whereas the term *HIV positive* was found 12 times. Terms less frequently recorded included *infected people* – 6 times, as well as various terms classed as *judgmental language* – which PAHO states are terms that cast blame or dehumanise persons and include words such as *sufferers, victims, and those people* among others – were recorded twice. The terms *promiscuous* and *AIDS orphan* were recorded once each.

Period 2: January 01, 2007 - December 31, 2008

For this period, 86 stories were identified and coded according to the coding categories developed using PAHO's 2006 HIV reporting guide. The term *HIV/AIDS* appeared 44 times, *HIV positive* was used 12 times, while the term *people living with AIDS* appeared 10 times. Evidenced less frequently were various terms classified as *military language* - counted as appearing 8 times - while the term *infected people* appeared twice. The terms *commercial sex worker* and *sexually transmitted diseases* both appeared only once. The following table presents this study's abovementioned findings for period 1 and 2, along with the corresponding percentage increase and decrease for each of the 10 HIV reporting terms found in The Daily and Sunday Gleaner. These 10 coding categories are terms that PAHO says should not be used by journalists in HIV reporting.

Table 1

Frequency of occurrence of coding categories found in selected HIV-related stories (The Daily and Sunday Gleaner 2004-2005 and 2007-2008).

CODING CATEGORIES	FREQUENCY OF OCCURRENCE		% CHANGE <i>Period 1 vs Period 2</i>
	Period 1: January 01, 2004 - December 31, 2005	Period 2: January 01, 2007 - December 31, 2008	
HIV/AIDS	68	44	-35.3

PLWA	16	10	-37.5
Military Language	13	8	-38.5
HIV Positive	12	12	0
Infected People	6	2	-66.7
Judgmental Language	2	0	-100.0
Promiscuous	1	0	-100.0
AIDS Orphan	1	0	-100.0
Commercial Sex Worker	0	1	+100.0
Sexually Transmitted Diseases	0	1	+100.0

Discussion

The findings of this study provide key insight into the dominant type of HIV terminology used by The Daily and Sunday Gleaner journalists during period 1 and period 2 to provide the public with information on the topic. PAHO indicates that HIV reporting terms carry meaning within themselves, external to their contextualised usage by journalists within a headline or sentence. With this in mind, the proceeding discussion will focus on PAHO's semantic underpinnings of the 10 HIV-related terms that the health organisation says should not be used by journalists.

This study reveals a dramatic reporting trend. Overall, both periods were dominated by the use of the term *HIV/AIDS* – 68 times in period 1; 44 times in period 2 – which PAHO affirms should not be used in journalism. Statistically, fewer persons with HIV are developing the clinical indicators of AIDS because of improvements in accessing drug therapy. Moreover, AIDS is a semantically contentious term with meanings that are country specific. The term is also associated with stigma and death, whereas HIV semantically refers to a virus. HIV, not HIV/AIDS, is the more appropriate lexical response to the current phase of the epidemic and enables stakeholders to highlight preventative measures and early diagnosis (PAHO 3).

Constant usage of the term *HIV/AIDS* diminishes the potency of HIV campaigns. This is because linking HIV with AIDS obscures the relevance of information on the former health condition with the latter. Jamaican journalists have been urged to be clear in distinguishing HIV-related information from that of AIDS as it is not suitable to conflate the two conditions (Barnes et al. 25). The content of HIV-related messages, including words that are used to make mental correlations between behaviour and HIV in the public domain, has a crucial impact on target audiences (Moqasa and Salawu 144). Since stigma and death are associated with the term AIDS (PAHO 3) and the print media is often used to influence micro and macro-level public opinions on HIV (Myhre and Flora 38), binding HIV-related issues with AIDS stands to negatively impact the Jamaican Government's efforts to effectively respond to HIV.

Military language – which PAHO states is the use of aggressive terminology associated with the armed forces such as *fight, battle, war, combat* – was also found in both periods: 13 times in period 1 and 8 times in period 2. In most instances, the use of military language occurred within the story headline but was also present within the body of the newspaper story. Military-based words and metaphors reflect erroneous viewpoints of the current phase of the HIV

epidemic (PAHO 2). Furthermore, the continued use of military language is historically linked to the stigmatisation of persons who are ill (Pepper 262). This is because military language predisposes people to react defensively to HIV-related information by linking it to invading forces. Therefore, military language does not foster a culture of open discussion and equality of treatment for persons with HIV.

The term *HIV positive* was also recorded during both timeframes: 12 times in period 1 and another 12 times in period 2. PAHO indicates that this term should be avoided by journalists because it spotlights people with HIV. Additionally, this spotlight is inherently negative because the term connotatively represents persons with HIV as carriers of the virus who are tasked with spreading it (PAHO 2). This creates a stigmatising effect as persons with HIV, and not the virus that causes HIV, are viewed as being responsible for infection (PAHO 4). When there is more focus on people with an illness rather than the illness itself, misconceptions about the illness are unjustifiably placed on the ill (Sontag 31). The fact remains that people make more logical and educated decisions when they are presented with accurate information, such as using appropriate HIV reporting terminology that focuses on the virus. (Health Ministry 10). Appropriate linguistic alternatives to *HIV positive* such as *person with HIV* or *people with HIV* keep the focus on HIV. This is precisely where public attention should remain for prevention and control to be effective.

From 16 times in the first period to 10 times in period 2, the term *people living with AIDS (PLWA)* ranks as the fourth most popular HIV reporting term found in this study. In the early stages of the epidemic, this term was advocated as a best practice standard in HIV reporting to underscore the fact that the illness can be successfully managed, and death will not occur immediately (PAHO 2). Now, however, the term *people living with AIDS (PLWA)* is as dated as it is inaccurate because more persons are aware that people can live with the

medical condition in the existing stage of the epidemic. By using the word *living* in the term, it may have the undesired effect of creating doubt in the public's perception that persons can indeed live with the illness, instead of supporting this truth (PAHO 4). PAHO supports the use of the term *people with AIDS* as an appropriate alternative.

The term *commercial sex worker* was only evidenced once, notably in period 2. PAHO explains that inherent to the word *commercial* are disrespectful undertones towards persons who offer sex transactionally because it suggests that the person - not the sex act - is for sale. Other research in HIV reporting in the Jamaican print media supports this position, noting that the term is judgemental and should never be used because it fails to promote respect for all segments of society (Barnes et al. 25). Although the frequency of occurrence is low, its singular presence illustrates the fact that the media needs to exert more effort to not offend vulnerable groups in Jamaica by not degrading any line of work. At-risk groups, such as sex workers, have been the victims of demeaning language in the media due to the way HIV was first reported within these groups. PAHO encourages media practitioners to instead use the term *sex worker* as a substitute.

The term *infected people* was evidenced in periods 1 and 2, six and two times respectively. It is worth reiterating that although the term appears comparatively fewer times in the second period, its presence suggests that it was still in circulation in disseminating HIV-related information by journalists to the public. The term does not uphold recommended HIV reporting standards for Jamaican journalists to use value-neutral language, such as the recommended term *people with HIV*, in their stories (Barnes et al. 25). Moreover, the use of the word *infected* in the terminology implies that people are responsible for transmitting HIV when the fact remains that this role should be solely ascribed to the HIV virus (PAHO 4). Value-neutral language in HIV

reporting, specifically the term *people with HIV*, produces positive socio-cultural outcomes linked to people changing their behaviour and attitudes in relation to HIV (Moqasa and Salawu 149).

Judgemental language was used in published HIV stories twice during period 1. PAHO notes that judgemental language contains insults that blame persons with HIV for their health condition and/or deprive them of dignity. Examples of judgemental language in HIV reporting include but are not limited to: *HIV victims*, *HIV sufferers*, *those people*, and *killers* (PAHO 3). The presence of judgemental language highlights the shocking reality that up to 2005, subjective notions had not altogether disappeared from HIV reporting in *The Daily and Sunday Gleaner*. Former first vice president of the Press Association of Jamaica and print media scholar Faith Hamer contends that the use of judgemental language in published HIV-related stories reflects discriminatory attitudes, by journalists in Jamaica, towards persons with HIV (Hamer 74). The imposition of journalists' views is a form of biased reporting that contravenes ethical considerations for fair HIV reporting (Barnes et al. 39). Former *Daily and Sunday Gleaner* journalist and editor Leighton Williams also confirmed that journalists at the news company are discouraged against such unprofessional reporting practices. As an alternative, PAHO advises journalists to omit these terms and, instead, use terminology that respects all individuals.

The term *promiscuous* was recorded once in period 1 and indicates that during that timeframe, there were prevailing social inaccuracies about HIV being placed in the public domain by the *Gleaner Company (Media) Company Limited*. PAHO maintains that the term should be avoided because it does not accurately reflect how HIV is transmitted and usually refers to socially taboo sexual conduct. As such, persons bearing the label of this adjective may not be receptive to HIV-related information due to disapproving socially-construed attitudes and beliefs about their sexual lifestyle (PAHO 3). Jamaica needs to

strive to improve access to treatment, resources for prevention, and medical facilities for persons with HIV (PANCAP 16 - 19). The use of appropriate language, such as the PAHO-endorsed terms of *person with more than one sexual partner* or *non-monogamous*, facilitates open conversation about sensitive and, at times, controversial topics surrounding HIV. Using appropriate language is a catalyst for this occurrence as it helps persons with HIV to reveal their status to others. Appropriate language also helps persons who do not know their status to get tested (Moqasa and Salawu 150).

Lastly, the terms *AIDS orphan* and *sexually transmitted diseases* each appeared once in published HIV stories in periods 1 and 2, respectively. PAHO deters journalists from using the former terminology because children who are referred to as *AIDS orphans* may be stigmatised due to prevailing societal attitudes and beliefs and may not be viewed as a child whose parent or guardian passed away. Instead, some persons may erroneously interpret the term to mean that the child has HIV (PAHO 2). PAHO advises that appropriate alternatives include the terms: *orphan*, *children affected by HIV*, *children orphaned by HIV*, or *children with HIV*.

PAHO notes the term *sexually transmitted disease* is equally misleading as the word *disease* is typically linked with a person showing clinical signs and symptoms of an illness. The term, therefore, furthers the myth that others can see, with the naked eye, whether a person has HIV. PAHO notes that this is not the case as some persons with HIV are asymptomatic (PAHO 2). Although there have been many strides in dispelling this falsity, there remains a small number of persons in Jamaica who believe this to be true (Hamer 67). PAHO states that journalists should use the term *sexually transmitted infection (STI)* because it is a broader, more apt term as several STIs do not have observable symptoms.

Limitations

Although quantitative content analysis, using a priori coding, facilitated an observation of trends related to the frequency of lexical choices by journalists in HIV reporting at the Daily and Sunday Gleaner during the study's timeframe, the study's methodology cannot yield results to explain why trends in their lexical choices were present. Further research, however, using either mixed or qualitative methods may bridge this gap. Nisar et al. (267) note content analysis is used to highlight elements of communication messages. Since the aim of this study was to shed light on the frequency of those lexical choices by journalists in disseminating HIV-related information, content analysis was apt.

Furthermore, the Gleaner Company (Media) Limited of Jamaica was chosen as the only media organisation in this case study because it was the only newspaper company that verified employees received training in HIV reporting using PAHO's 2006 guidelines. Although an in-depth analysis of HIV reporting may be described for this media company within the study's timeframe, generalisations about media practices in Jamaica and comparative analysis with other news sources are not possible (Yin 1212). Given the timeframe under analysis, this researcher also cannot make generalised statements about HIV reporting practices in the Daily and Sunday Gleaner. Yin (1212) points out that generalisations should never be the aim of a case study. Instead, case studies give detailed information within a confined setting. Future research should focus on other media organisations to provide comparative data. In this way, generalisations would be possible.

Conclusions

This study used media texts to analyse the topic of HIV reporting in the print media. After publication of PAHO's journalistic guide - which gives clear examples and explanations of HIV reporting terms media workers should either avoid or use - this study found that journalists' usage of the terms *HIV/AIDS*, *people living with AIDS*, and *infected people* and terms categorised as *military language* decreased. The terms *promiscuous*, *AIDS orphan*, and terminology categorised as *judgmental language* were evidenced before journalists received training from PAHO, whereas usage of the term *HIV positive* remained constant over the study's comparative timeframes. The study also found that two listed terms - that PAHO says should not be used - only appeared after journalists were trained using PAHO's HIV reporting guide for Caribbean journalists. These terms are *commercial sex worker*, and *sexually transmitted disease*.

Despite the fact that journalists from the Gleaner Company (Media) Limited received training from PAHO in HIV reporting using the health organisation's guidelines for Caribbean journalists, published HIV-related articles from the newspaper company still contained terminology that PAHO indicated should be omitted in media reports. Continuous engagement, therefore, between interest groups - such as PAHO - and the Jamaican media is needed to improve the standard of HIV reporting in Jamaica.

The formation of a specific liaison group of personnel from both sides will augur well in this regard in two aspects. Firstly, these sub-stakeholder groups may ensure minimal disruption to the professional work of media employees to attend HIV reporting training through workshops and knowledge sessions. Secondly, these groups may best be able to ensure that the upholding of HIV

reporting standards would not be hampered when people leave either organisation. If this is done, journalists will be able to advocate for HIV reporting training that is convenient to their schedules and may not clash with mandatory reporting assignments. This strategy would enable the maximum number of journalists to attend HIV training workshops. Sustained dialogue between these groups could also further the spread of information across other departments within the organisation involved in the production of news. In this way, the cultural climate of the media organisation would be informed by socially and scientifically sound HIV reporting practices. The result is the systemic improvement of HIV reporting in Jamaica.

Appendix A

HIV-Related Language PAHO 2006 Update

Avoid	Prefer	Reason
People living with HIV/AIDS	People with HIV or person with HIV	“People ‘living’ with HIV” was used to emphasize that HIV is an infection that can be managed. While the phrase may have advanced that goal, it is now unnecessary, since more and more people are aware of that fact.
PLWHA (and its variations)	People with HIV or person with HIV	Although widely used, even by people with HIV, acronyms are labels, and labels contribute to stigma. As a rule of thumb, avoid using acronyms for people.
HIV positive,	People with HIV	Those are stigmatizing terms that

Avoid	Prefer	Reason
infected people, seropositive	or person with HIV	focus on an individual as a carrier of the infection.
AIDS Orphan	Orphans, children affected by HIV, children orphaned by HIV or children with HIV (use the most appropriate)	This term may stigmatize the child and may also be misinterpreted to mean that the child has HIV. The child may not have HIV, but may have lost one or both parents to HIV.
Military terms (fight, combat, war, target), particularly in documents for public use.	Response to HIV or HIV care and prevention	Military metaphors give people an inaccurate understanding of the epidemic. When possible, try to use vocabulary from public health. "Response to HIV," and "HIV care and prevention" are among the alternatives.
Sexually transmitted diseases (STD)	Sexually transmitted infections (STI)	Disease is usually associated with clinical manifestations. Many STI may have no evident symptoms, especially among women. The term "sexually transmitted infections" and its acronym, STI, are broader and more encompassing than "sexually

Avoid	Prefer	Reason
		transmitted diseases" or "STD."
Promiscuous	Person with more than one sexual partner or non-monogamous	This is a value judgment that should be avoided. It does not accurately reflect the social context of transmission. People who are called "promiscuous" are unlikely to listen to/empathize with the message.
Commercial sex worker	Sex worker	"Commercial" has negative connotations, because it implies that the human being can be a sellable good or merchandise. Sex worker is perceived as less judgmental.
Judgmental, accusatory or dehumanizing language to refer to people with HIV (victims, sufferers, murderers, criminals, those people, serial killers, etc).	When writing about people with HIV use respectful, nonjudgmental language.	The use of judgmental or accusatory language generates stigma. HIV is only a health condition and people with HIV have the same virtues and defects of other people.

Avoid	Prefer	Reason
Source: PAHO (2006). <i>HIV-related Language: PAHO 2006 Update</i>		

Background notes

1 - "HIV" instead of "HIV/AIDS" or "AIDS." This is recommended for the following reasons:

- a) As treatment becomes increasingly available, fewer people develop the clinical manifestations of AIDS; thus the term becomes less useful. In countries that provide treatment, the news media now refer mostly to HIV.
- b) There is no universal meaning for "AIDS." The definition varies from one country to another, and has changed many times since the beginning of the epidemic. "HIV," on the other hand, is a precise term. It is the name of a virus.
- c) "HIV" is more relevant to measure the epidemic and the response to it.
- d) Using "HIV" helps to focus on prevention and on early diagnosis.
- e) "HIV" can be used in all contexts, including mother-to-child transmission.
- f) People avoid messages that contain the word "AIDS" because it is associated with stigma and fatalism.
- g) "HIV" is what people live with. "AIDS" is what people with HIV usually die from.
- h) The existence of two words makes it more complicated, rather than easier, to explain how HIV is transmitted and the different stages of the infection.

Recommendation: Prefer “HIV” to “HIV/AIDS” or “AIDS.” Use “AIDS” only when it is necessary to refer to the “advanced stage of the HIV infection.”

2 - “People with HIV” instead of “People living with HIV,” “PLWHA” (and variations), “HIV positive,” “infected people,” and “seropositive” - The use of “people living with HIV” was promoted as a linguistic way of countering the perception that people who are infected with HIV would die immediately. While this language may have contributed to this purpose, it now sends a confusing message. More and more people are aware of the fact that people can live with HIV and use of the word “living” may cast doubts on this perception, rather than reinforcing it. The use of the acronym PLWHA (Person Living with HIV/AIDS) and its variations attempted to focus the attention on people rather than on the infection. These terms were better than “AIDS victims,” “AIDS sufferers,” or “AIDS patients.” The downside of acronyms, particularly when used to refer to people, is that they are labels, and labels can contribute to stigmatizing those who are labelled. In an effort to reduce stigma against people with HIV, and to normalize the epidemic, it is advisable not to use acronyms for them. Several NGOs now advocate for this change. They argue that reducing people with HIV to letters robs them of their dignity. The terms “HIV positive,” “infected people,” and “seropositive” should also be avoided, as they suggest that people, not the virus, are the infecting agent.

Recommendation: Replace all acronyms and the expression “people living with HIV” with “people with HIV” (or “person with HIV”). Use this term in the same way you would use “people with flu” or “people with dengue” to describe people affected by these diseases.

Appendix B

Coding sheet

CODING INSTRUCTIONS

Coder initials: _____

Date of coding: _____

Story number: _____

Purpose: To describe the type of language used by the Gleaner Company Ltd in reporting HIV related issues.

Unit of analysis: Story headlines and the accompanying first paragraph comprise the unit of analysis.

<i>CODING CATEGORIES</i>	<i>YES</i>	<i>NO</i>
People living with AIDS (PLWA)		
HIV positive		
Infected People		
Seropositive		
Men who have sex with men (MSM)		
Catch HIV		
Aids Orphan		
Military terms (fight, combat, war, target)		
Intravenous Drug user		
Sexually transmitted Diseases		
Promiscuous		
Commercial sex worker		
Judgmental Language (victims, sufferers, murderers, criminals, those people, serial killers)		

HIV/AIDS		
----------	--	--

Categories: The unit of analysis could be assigned to more than one of the following categories.

Instructions: Please read the numbered story headline and first paragraph and identify whether the following coding categories are present by ticking **YES** or **NO** where appropriate.

WORKS CITED

Barnes, Corrine et al. "Responsible Reporting on HIV and AIDS: A Guide for Jamaican Media Workers." Panos Institute Caribbean, 2008, https://www.panoscaribbean.org/images/documents/Responsible_Reporting_on_HIV.pdf. Accessed 3 Jan. 2023.

Belair-Gagnon, Valerie and Allison J Steinke. "Capturing Digital News Innovation Research in Organizations, 1990–2018." *Journalism Studies*, vol. 21, no. 12, 2020, pp. 1724 – 1743. Taylor and Francis Online, <https://doi.org/10.1080/1461670X.2020.1789496>

CARICOM. "Media Crucial to Stemming HIV/AIDS Related Stigma and Discrimination." CARICOM Press Release, December 8 2006. <https://caricom.org/media-crucial-to-stemming-hiv-aids-related-stigma-and-discrimination/>. Accessed 2 Dec. 2022.

Hamer, Faith. *Knowledge, Attitudes, Beliefs and Practices of Journalists in Jamaica Regarding HIV/AIDS*. 2000. The University of the West Indies, Mona Campus, Master's Thesis.

Heravi, Bahareh. "Storytelling Structures in Data Journalism: Introducing the Water Tower structure." *Computation+ Journalism 2022: Proceedings of the 2022 Columbia University Conference, New York, USA, 9-11 June 2022*.

- Jaques, Tony. "The case for case studies: Optimising the use of communication cases." *Prism*, vol. 6, no. 1, 2009, pp. 1-10. Centre For Complex Operations.
- Jamaica National HIV/AIDS Policy. Jamaica Ministry of Health, May 2005 <https://moh.gov.jm/wp-content/uploads/2015/07/National-HIV.-AIDS-Policy.pdf>. Accessed 2 Dec. 2022.
- Krippendorff, Klaus. "Reliability in Content Analysis: Some Common Misconceptions and Recommendations." *Human Communication Research*, vol. 30, no. 3, 2004, pp. 411-433. Scholarly Commons, <https://doi.org/10.1111/j.1468-2958.2004.tb00738.x>
- Moqasa, Nketsi Abel and Abiodun Salawu. "An Examination of the Language Use of Selected South African Newspapers for Reporting HIV/AIDS." *Journal of Communication*, vol. 4, no. 2, 2013, pp. 143-52.
- Myhre, S. L. and J. A. Flora. "HIV/AIDS Communication Campaigns: Progress and Prospects." *Journal of Health Communication*, vol. 5, no.1, 2000, pp. 29-45. Taylor and Francis Online, <https://doi.org/10.1080/108107300126731>
- Nisar, Tahir M., Guru Prabhakar, and Lubica Strakova. "Social Media Information Benefits, Knowledge Management and Smart Organizations." *Journal of Business Research*, vol. 94, 2019, pp. 264-272. Science Direct <https://doi.org/10.1016/j.jbusres.2018.05.005>
- PAHO. "HIV-Related Language: Paho 2006 Update." PAHO, 2006, <https://www.paho.org/hq/dmdocuments/2009/HIV-related-Language-PAHO-2006-Update.pdf>. Accessed 4 Jan. 2022.
- PANCAP. "Caribbean Regional Strategic Framework on HIV and AIDS 2008 - 2012." PANCAP, 2008, <https://pancap.org/pancap-documents/caribbean-regional-strategic-framework-on-hiv-and-aids-2008-2012/>. Accessed 7 Dec. 2022.

Pepper, G. "Book Review of AIDS and Its Metaphors." *Health Communication*, vol. 1, no. 4, 1989, pp. 261-264. Taylor and Francis Online, https://doi.org/10.1207/s15327027hc0104_6

Rhoden, Sheree. Personal Interview. 20 March 2021.

Smith, Alana. "HIV Language: A Case Study of the Gleaner Company Limited." 2010. The University of the West Indies, Mona Campus, Master's Thesis.

Sontag, S. *Illness as Metaphor*. Farrar, Straus and Giroux, 1978.

Williams, Leighton. Personal Interview. 9 April 2010.

Yin, Robert K. "Enhancing the Quality of Case Studies in Health Services Research." *Health Services Research*, vol. 34, no. 2, 1999, pp. 1209 - 1224.