## TABLE OF CONTENTS

LIST OF FIGURES	I
LIST OF ABBREVIATIONS	viii
LIST OF INTERVIEWS	X
INTRODUCTION	1
Examining HIV/AIDS Prevention	1
Exploring Notions of Taboo	4
Theoretical and Conceptual Frameworks	8
Interviews and Research Methods	9
Themed Chapters	14
CHAPTER ONE: Taboo as a Discursive Formation	16
TABOO AS MATTER OUT OF PLACE	17
TABOO AS DISCURSIVE FORMATION	20
Discursive Formations	20
Construction of Taboo through Discourses	22
SEX TABOO AS RITUAL OR DISCURSIVE	24
Sex Taboo as Symbolic of Social Order	24
The Repressive Hypothesis	25
HIV/AIDS as 'Matter Out of Place'	26
TABOO IN VISUAL CULTURE	29
Taboo In Advertising	29

Visual Taboos	34
Discursive Taboo	37
Discursive Taboos and HIV/AIDS Prevention Graphics	39
CONCLUSION	43
CHAPTER TWO: Defining a Conceptual Framework	46
Approaches to Analysing HEA Prevention Campaigns	48
AN EMPIRICAL APPROACH	48
The Process of Designing	48
An Empirical Approach to Analysing HIV/AIDS Campaigns	51
A SOCIOCULTURAL APPROACH	54
Graphic Design as a Sociocultural Practice	55
Sociocultural Contextualisation of HIV/AIDS Campaigns	58
A VISUAL CULTURE APPROACH	61
Graphic Design as Part of Visual Culture	61
Cultural Critique of HIV/AIDS Campaigns	64
A DESIGN CULTURE APPROACH	67
Domains of Design Culture	67
A Discursive Approach to Design Culture	69
HIV/AIDS Campaigns Within the Domains of Design Culture	70
CONCLUSION	72
Structural Framework	73
CHAPTER THREE: Censorship as Discursive Formation	75
Censorship Through Choosing 'Tame' Imagery	75

CENSORSHIP	79
Sexual Explicitness and Censorship	79
Homosexuality, Taboo and Censorship	82
Censorship in American and Australian Campaigns	84
DOMAIN OF VALUE: DESIGNING INTERACTIVE HIV/AIDS PREVENTION _	87
Rationale	88
Pre-empting Censorship	90
DOMAIN OF CIRCULATION: POLITICS & NEGOTIATED WITHDRAWAL	92
The Politics of Approval processes	92
Public Access and Political Heat	94
Us and Them Discourses	97
DOMAIN OF PRACTICE: ABSENCE OF INTERACTIVE RESOURCES	99
Consequences of the Withdrawal	99
CONCLUSION	102
Discursive Formations and Censorship	102
CHAPTER FOUR: Evidence-based Sex Positive Strategies	105
Sex and Taboo	106
SEX POSITIVE RESPONSES	109
Positive Community Responses	110
Evidence-based Strategy	113
Social Marketing: Selling Safer Sex	115
DOMAIN OF VALUE: EVIDENCE-BASED TARGETING	117
Evidence-based Targeting	118
Focus Testing as 'Evidence'	122

DOMAIN OF CIRCULATION: RESTRICTIONS AND NORMALISATION	124
Restrictions and Catering to Exclusiveness	124
Marketing Strategies: Pushing Boundaries and Normalisation	126
DOMAIN OF PRACTICE: 'EXPERT' KNOWLEDGE AND 'LAY' OPINIONS	129
Focus Testing as Problematic	130
Beyond Sexual Explicitness	135
Community Responses	137
Graphic Design Perspectives	139
THE PRODUCTION OF 'TRUTH'	141
CONCLUSION	143
CHAPTER FIVE: Aversions to Fear-based Strategies	147
Fear, Death and Taboo	147
THE PROBLEMATICS OF FEAR-BASED STRATEGIES	151
From Death Sentence to Manageable Chronic Condition	152
The Visual Culture of the LGBT Community	153
'The Grim Reaper': Celebrated and Condemned	154
The 'Proven' Ineffectiveness of Fear	157
Aversion to Fear Appeals	159
Conflicting Opinions	161
DOMAIN OF VALUE: DEPICTING SEVERITY	163
Call for Hard-hitting Campaigns	163
Addressing Severity	165
Artistic Licence	167
DOMAIN OF CIRCULATION: REFERENCE GROUP & DISTRIBUTION_	169

DOMAIN OF PRACTICE: ENDORSEMENT AND MISINTERPRETATION	169
Beyond a Soft-Touch Approach	169
Multiple Interpretations	171
Fear vs. Severity	174
CONCLUSION	176
CHAPTER SIX: Navigating Visibilities and Invisibilities of HIV/AIDS	182
The Cultural Construction of HIV/AIDS	182
PORTRAYING PLWHA	184
The Beautiful Body and AIDS	184
Portraying the AIDS Patient	187
Invisibilities of HIV/AIDS	190
DOMAIN OF VALUE: PORTRAYING LIVED EXPERIENCES	192
The Lived Experience of HIV/AIDS	193
Positive Sexuality	195
Visualising Side-Effects	197
The Stigma and Ineffectiveness of Portraying Diseased Bodies	201
DOMAIN OF CIRCULATION: THE EROTIC AND NON-EROTIC BODY V	VITH
HIV/AIDS	205
Illness and the Non-Erotic Body	205
The Eroticised Body of HIV Positive MSM	208
DOMAIN OF PRACTICE: MULTIPLE NARRATIVES	209
Portraying Lived Experiences Positively and Negatively	210
Negative About Being Positive and Positive About Staying Negative	213
CONCLUSION	214

Classifications and Discourses	215
Numerous Lived Experiences	216
CHAPTER SEVEN: The Beautiful Body in Social Marketing	218
BODY REPRESENTATIONS IN ADVERTISING	219
Advertising as Normative Coercion	220
Beautified Renderings of Reality	222
Representing the Ideal Gay Body	223
Health Promotion as Social Marketing	226
DOMAIN OF VALUE: REPRESENTING REAL AND IDEAL BODIES	229
Visual Similarities in Commercial Marketing and Health Promotion	229
Embracing the Fantasy Body	232
Using the Emblematic Body	235
Portraying the Narrative Body	237
DOMAIN OF CIRCULATION: ACCEPTED MARKETING STRATEGIES	239
DOMAIN OF PRACTICE: BEYOND IDEALISED BODIES	240
Bridging Fantasy and Reality	242
Boredom and Cynicism	243
CONCLUSION	244
CONCLUSION	250
APPENDIX A HREA Ethics Approvals 2007-2009	260
APPENDIX B Interview Questions	264
A Brief Overview of the Organisation	264
Discussion of Specific Campaigns	264

Material	265
	266