

ABSTRACT

Stigma and Discrimination: The Role of the Media (Particularly the Print Media) in Relation to Selected Stakeholders in the Fight Against Stigma and Discrimination

Jane Kolf-Bergraaf

This study sought to identify the ways in which taboo, stigma, and discrimination against people living with HIV/AIDS are manifest in Suriname, and to analyse the extent to which the media can play a role in reducing the stigma and discrimination. Data were collected through discourse analysis of articles in the print media, as well as through discussions held with a focus group comprising eight persons, four of whom were media personnel. The results of the discourse analysis were discussed in the focus group meeting. The stakeholders agreed that the media play an important role in the fight against stigma and discrimination against persons living with HIV/AIDS (PLHA), and that it was necessary to get the media involved in all aspects of HIV/AIDS, with specific reference to AIDS education for media personnel.

Keywords: Mass media; PLHA; Stigma; Stigma; Discrimination; Role analysis; Suriname