

HIV/AIDS in the Czech Media (1996–2009)



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BACKGROUND: *The paper discusses the media coverage of the HIV/AIDS issue in the Czech print media from 1996 to 2009. **AIM:** The study compares the long-term media agenda (the number of articles and topics related to HIV/AIDS) with the incidence of reported HIV-positive cases and subsidies of the Ministry of Health of the Czech Republic*

*for HIV/AIDS prevention. **METHODS:** The analysis focuses on two aspects: descriptive content analysis of newspaper articles related to HIV/AIDS and a case study reflecting the semantic structures, attributes, and frames of the HIV/AIDS issue in newspaper articles.*

KEY WORDS: AGENDA SETTING – HIV/AIDS – MEDIA COVERAGE – WORLD AIDS DAY

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