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**‘Is PrEP Right for You?’:
Visualizing PrEP, Affect,
and Protection**

Wednesday
March 9, 2022
3:30 - 5:00 pm



This chapter – part of my developing book manuscript – explores the PrEP multimedia campaign in Columbus, Ohio. I begin the chapter with an ethnographic anecdote with one of my interlocutors, José, to show how affective intensities of the visual marketing campaign incorporates those understood as the highest risk populations of HIV acquisition. In this chapter, I argue that the images and their content convey several intended and unintended messages as they circulate within an affective economy of fear. One such message is the framing of personal responsibility to HIV-negative people. I demonstrate how these messages are visually mapped onto Black and Brown bodies in advertisement campaigns and equate them with the virus, therefore becoming “stuck.” Finally, I demonstrate how the campaign unintentionally associates racial and ethnic bodies as potential virus carriers – a “fact” that has remained difficult to overcome in HIV prevention work.

Register in advance for this workshop:

<https://illinois.zoom.us/meeting/register/tZAsd--gpzwwHtxrlNTYk3ZAPZJeMQz4k3hf>

After registering, you will receive a confirmation email containing information about joining the workshop. The paper will be sent to you before the workshop so that you can prepare comments before the event. You must register to receive the paper.