



## **THE USE OF ARTISTICS AND CULTURALS MECANISMS IN THE FIGHT AND PREVENTION CAMPAIGN AGAINST HIV/AIDS**

### **Necessity of imagery representation for phenomena and situations**

Like the writing, which is in the same time an artistic potentiality and a window of opportunity to promote cultural activities, make them represent situations/events/phenomena in imagery form are powerful assets and complementary to other didactic means in order to make more efficient education and adapted to mental and intellectual predisposition of human. In societies which have an increasing rate of illiteracy or where the population has not access to bibliographical or virtual resources (assisted by computer), imagery illustrations like wall drawings, paintings, posters contribute with efficiency to the easy and quick understanding of hot subjects contents; These illustrations in this fact become useful tools to reinforce the sensitization addressed to all levels of population. Nevertheless, explanations about the content or message from authors of these representations are more often necessary.

It's the reason why the office charged of research, advice and training supervise within ARTHUM by its manager, Mister Dieudonné Amisi Mutambala, believe it's useful to contribute to make understand to seminar participants that there are simple, cheaper means and accessible to all which will help futur organizer to deal well their prevention campaign and fight against HIV/AIDS. It's the using of artistic and cultural mecanisms existing in all society in relation with their traditions and cultures. the mecanisms in question can be call upon in order to go with deployed effort and to provide by knowing these cultural and artistic practise take part to mediatic intervention included in wide senses.

Besides, because we invited many teachers in Baraka's seminar as well as personalities living and working in a post-conflictual or post traumatic context, it was useful that trainers suggest to participants certain strategies which can help them to catch attention of their public in order to gain more easy comprehension with children (schoolboys/girls) also with communities which are of course concerned by the sensitization about HIV/AIDS. This kind of strategy can be used in any sort of activity aimed to alert, inform or educate population about public interest questions. They must be take in account because they can be test out in different backgrounds: In family, at school, at work, during community meeting, on TV, etc.

**EXAMPLE OF METAPHORICAL ARTISTIC ILLUSTRATION**  
**THE POSTURE OF HIV/AIDS**



## **EXPLANATION ABOUT THE CREATION AND THE CONTENT OF THE IMAGERY INTRODUCTION.**

The composition of posture took account human silhouette order to produce a presentation of HIV/AIDS in metaphorical manner, it means giving it the status of a character. The metaphorical style choice was justified by the need to show particular characteristics of HIV/AIDS, its negative attribute or its harmful role in society. The posture is the manner to behave, thus we were inspired to introduce the character HIV/AIDS in standup position by displaying the main parts of his body who will bring an explanation about the manner the HIV/AIDS acts on humans.

### **1. A Bicephal(two heads)**

The HIV/AIDS is a bicephal, it means a character with two heads. Henceforth, this reflects its monstrous character that justifies terror and distress riddled with society.

### **2. Winded Arms**

The HIV/AIDS has two winded arms. When you kiss, it strangles you. It's a death agent.

### **3. Two bloated bellies and Bilaterals**

The HIV/AIDS has two bilaterals bellies. It dawdles inside these bellies, several kinds of germs as well as opportunist diseases. That the reason why these bellies are bloated.

### **4. A central belly with a salient end**

The HIV/AIDS has a central belly with a salient end towards lower part. This salient end of third belly is the interest centre where human generally contract the mortal virus. That the reason why it is in centre. It's the sex.

### **5. Four Legs**

The HIV/AIDS has four legs. These legs constitute its locomotion way which permits to move quickly from a person to another, from a place to another through all the planet. If you call, it will surely come.

### **6. Letters**

The HIV/AIDS is introduced through its posture by using four letters A, I, D and S. Although, HIV is the cause of universal disaster, it is normal that human are more preoccupied by the harm it causes to humanity, it means AIDS disease and all other deciding effects. In other words, this disease AIDS which spreads over the world, is the result of HIV action in human organism, and it's this mortal virus which is the real cause of AIDS pandemic presence. Consequently, the virus and damage it causes are inseparable. The acronym AIDS is then to place side by side to HIV, so HIV/AIDS, HIV&AIDS or HIV and AIDS.

### **7. Colours**

The HIV/AIDS wore/coloured in black and red. These two colours refer to lovers celebration (saint valentin). The HIV/AIDS always trap through love occasions, which were opportunities that give young and old, men and women, girls and boys over non-protected sexual acts during which the mortal virus is most of the time transmits from a person to another.