

## ABSTRACT

THESIS: A CONTENT ANALYSIS OF THE *NEW YORK TIMES'*  
COVERAGE OF HIV/AIDS IN AFRICA FROM JANUARY 2000  
TO DECEMBER 2007

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This preliminary study examined the dominant frames used by the *New York Times* in the coverage of HIV/AIDS in Africa. The study also analyzed the tone of coverage used on HIV/AIDS stories on Africa and the volume of news coverage on the issue from January 2000 to December 2007.

The results of the study indicated a dominant human disaster frame in the coverage of HIV/AIDS stories on Africa. Overall tone of coverage was neutral. However, findings indicated more negative tones of coverage than positive. The volume of coverage changed overtime.

Ultimately, these media frames carry significant implications for public attitude and policy outcomes.