



Date

Thursday March 17, 2011

Time

3pm - 4:30pm

Venue

Building EB, level 2,
room 21 (EB.2.21)
Parramatta Campus
([view map](#))

Apologies

Greg Noble
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Professor Teresa Carbó
(CIESAS, México)

Making an invisible enemy visible:
The Influenza AH1N1 epidemic in photographs in the
Mexico City press

The harsh state of emergency decreed by the Mexican federal government for the most acute stages of the flu epidemic (AH1N1) in 2009 was strictly obeyed by most of a terrified and confused populace, especially in the nation's capital. In this situation the response of the authorities was a contradiction: to represent the invisible enemy in compelling terms so that the most extreme of measures would be justified, yet to represent themselves as above the crisis, in control.

This presentation uses press photographs as its data to show how visual analysis of these texts can reveal the crisis of meaning which accompanied the health crisis. It also brings out the creative responses of many ordinary citizens, finding their own ways to survive in spite of dysfunctional government actions, expressing a range of responses on the crisis and its management that otherwise did not appear strongly in the verbal public record.

Professor Teresa Carbó is a senior researcher from Mexico, currently a visiting fellow in the CCR. Her work deals with the analysis of language and texts in cultural research, in Latin America and internationally, pushing cultural analysis into topics from political life, synthesizing verbal texts with a range of visual and behavioural texts from the media and everyday life. She was founder and President of the Association for Latin American Discourse Analysis (ALED) a network that unites discourse analysts across Latin America, and she is a member of the Mexican Academy of the Sciences. Her home base, Centro de Investigaciones y Estudios Superiores en Antropología Social (CIESAS), is a prominent research centre in cultural analysis in Mexico and Latin America. CIESAS and the CCR have had a cooperative agreement, which Professor Carbó's visit will build on.



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