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Life as Style: Global HIV/AIDS Speculative Media

“Life as Style” configures the global” (in its industrial, financial, and social senses) through a comparative study of speculative communication in two disparate regions—South Africa and South Asia. The theoretical ground of the study is the all-pervasive risk discourse of biosecurity, and its underlying preoccupation with the “problem of life,” as it informs localized HIV/AIDS media. Two successful, but highly controversial, HIV/AIDS media campaigns, in Kolkata and Johannesburg, will be the foci of my analysis of a “global aesthetics,” emerging in “megacities” in the midst of an overhaul of their “image” on the world stage as they jockey for foreign capital. While the industrial and financial infrastructure has been amply analyzed in these media, their *style* has been largely ignored as superfluous to their materiality. But if these media are to be assessed as efficacious social communication, we need to interrogate their speculative style within the framework emergent global aesthetics.