Abstract
The context of emotional states and coping mechanisms experienced by HIV carriers and those who have developed the illness requires a process analysis of their own discourses. According to the paradigm of Social Representations this is known as the knowledge of common sense which constitutes a coherent subjective platform with the coping practices of the illness. The process and development of the Social Representation of HIV/AIDS was analyzed through the personal experience of six seropositive males through semi-structured interviews in five areas. The analysis was textual and categorical. The results were prioritized in three categories: Psychological impact, Coping and Support networks. Conclusions show that people with HIV/AIDS live a "before" and "after" the illness and this influences their emotional and psychic structures, situating them as an emotionally vulnerable population.

Keywords
HIV, AIDS, social representation, stigmatization, coping.