Abstract

In Latin America the vast majority of studies of science via the media have focused on newspapers and television programmes because they are the most effective way, in terms of time and money, to study a mass medium. Nevertheless, other important means to communicate science exist and very little has been reported about them. This is the case for cultural media such as novels, short stories, drama, comic strips, etc. Narrative knowledge is a legitimate form of reasoned knowledge, nowadays numerous scientist acknowledge that narrative cognition generates useful and reliable knowledge. Narratives have particular importance in Latin America not only for those for whom the educational system has already failed or in need to be brought up-to-date, but also to instruct isolated human groups with low levels of scholar instruction. Comics are a form of literature deeply rooted in Mexican culture, it represents the main access to reading for millions of people. In the other hand, in Mexico aids has been considered one of the main health national problems. The aim of this work is to analyze the narrative structure (and visual) of the two most popular comics in Mexico in order to use this media, already recognised and effective to communicate with the general public, to disseminate scientific medical information about aids.

Keywords

Science communication, science and narratives, comic strip and science, comic strip and aids.