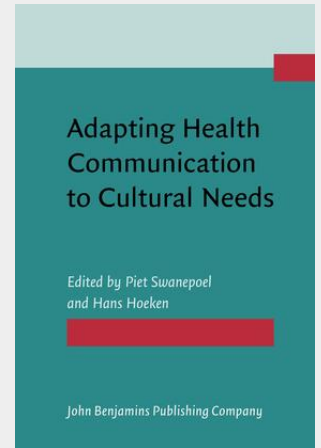


Adapting Health Communication to Cultural Needs

Optimizing documents in South-African health communication on HIV and AIDS

The question of what constitutes effective health communication has been addressed mainly by scholars working in American and European cultural contexts. Many people who could benefit most from effective health communication, however, come from different cultures. A prime example is the threat posed by HIV/AIDS to the people of South Africa. Although it is generally acknowledged that health communication needs to be tailored to the target audience's characteristics with cultural background being one of the most salient ones, little research has been done on how to achieve this. In this book, we bring together leading scholars in the field of health communication as well as communication scholars from South Africa. As such, it can serve as an example of the promises and the limitations of general health communication theories to local praxis as well as provide guidelines for the development of better health communication in South Africa.



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