



University Students' Receptiveness to HIV/AIDS Prevention Messaging in South African Cities,

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Abstract

HIV/AIDS continues to be a significant public health issue in South Africa's urban centers, particularly among university students who are at risk due to their lifestyles and social networks. Qualitative research methods were employed, including structured interviews to explore perceptions and attitudes towards HIV/AIDS prevention campaigns among a sample of university students in various urban areas of South Africa. University students showed varying levels of receptiveness to condom distribution programmes (CDP) with approximately 45% indicating they found such initiatives acceptable compared to only 20% who believed CDPs were effective and engaging. Themes emerged around the perceived relevance and accessibility of messaging strategies. The study identified gaps in current HIV/AIDS prevention approaches that need to be addressed for more effective outreach among university students in urban South Africa. Implementing culturally sensitive, interactive communication channels could improve student engagement with HIV/AIDS prevention messages. Tailored educational programmes should also consider the impact of messaging on different demographic groups within universities.

Keywords: *African, Urbanization, Qualitative, Discourse, Communication, Stigmatization, Cultural Competence*

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