

PRINT: ISSN 0976-691X ONLINE: ISSN 2456-6586

**JOURNAL OF
COMMUNICATION**

© Kamla-Raj 2012

PRINT: ISSN 0976-691X ONLINE: ISSN 2456-6586

J Communication, 3(1): 35-41 (2012)

DOI: 10.31901/24566586.2012/03.01.04

**The Role of Literature in the Prevention of Substance Use
and HIV: A Study in Literary Communication**

Luke Eyoh

*Department of English, University of Uyo, Uyo Nigeria
GSM: 08023569440, Email: lukeeyoh@yahoo.com*

KEYWORDS Interdisciplinary. Campaign. Explores. Strategies. Discourage. HIV/AIDS

ABSTRACT With the cardinal objective of contributing to the global campaign against substance use and abuse and against the prevalence and spread of HIV/AIDS worldwide, the paper adopts an interdisciplinary perspective from which it explores and illuminates the copious ways in which literature can be, and has been, used to campaign for the prevention of substance use and HIV. It delineates the concepts of literature, substance and HIV in the context of the study and discusses substance use and HIV in their aspects and contents, drawing on the findings and views of practitioners in the field. It selects and analyses literary texts across genres to illustrate specific ways in which literature has been used to discourage substance use and recommends new strategies – including e-literature – to the literary writer towards the prevention of substance use and HIV and towards the global campaign against the spread of HIV and AIDS.