



## **The Effectiveness and Ethical Reporting of HIV and AIDS Coverage in South African Media**

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**KEYWORDS** Media. South Africa. Society. Families. Schools

**ABSTRACT** The aim of this paper was to review the concepts relevant to the understanding of how HIV/AIDS is covered in South African newspapers. Statistics indicate that HIV/AIDS prevalence is still high in South Africa. Therefore, the media continuously has to inform and educate society about this disease. Literature revealed that much of the information on HIV/AIDS is sourced from the media, especially newspapers. The findings show that the quality of HIV/AIDS coverage remains an essential element for increasing public awareness of this epidemic and an integral part of influencing behavioural change. Finally, this paper concludes that ethical reporting on HIV/AIDS is vital in order to disseminate information that does not disgrace other parts of society.