

The Role of Leisure, Recreation and Sports in Countering Behaviours Promoted by Media That Could Lead To HIV/Aids Infection

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ABSTRACT

The media especially advertising has tended to portray overt sexual behaviour as being desirable. By associating a certain product with success through sexual overtones, they are able to build up a very strong message. This is particularly aimed at the youth who are at point of making lifetime choices. Young people choose role models from prominent people who have excelled in their fields. Sports and recreation is one area where their peer excels without necessarily requiring the economic clout required in other areas.

This paper would like to examine media portrayal of sexuality within the past one year. It will further examine ways in which role models in leisure and sports are fighting the stereotypes being promoted that may lead to HIV/AIDS infection prone behaviour. It will further seek to suggest ways in which this could be improved on.