

Since the early 1980s, the AIDS scourge has relentlessly pounded man and left him confused. Scientists in the labs have busied themselves in the hunt for an HIV/AIDS' cure or vaccine in futility. Church sermons and public gatherings are quite often punctuated by talk on the disease. Further, in developing countries, it is now part of the multinationals' corporate social responsibility to address HIV/AIDS. In the meantime, hope has rested on accurate language use to enlighten the populace of the dangers of HIV/AIDS, its cost and implications. However, from our research the use of language has not corresponded with a decline in infections. This points to a defective communication mechanism that has seen facts tell a different story, or at worst, a lie. This book provides an in-depth analysis of the various linguistic items used in fighting HIV/AIDS. Message items are analyzed for their intentions. This book also investigates the interpretation of the message items by the consumers. Our findings indicate that the facts lie given the orientation of the consumers. This book recommends that message items should be designed with the orientation of the consumer in mind.