

**Exploring the Effects of Cultural Attrition on HIV and AIDS:
The Case Study of Selected Community Members of
from Alice Townships, Nkonkobe District,
Eastern Cape Province, South Africa**

S.M. Kang'ethe

*University of Fort Hare, P/B X1314, Alice
E-mail: skangethe@ufh.ac.za*

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ABSTRACT Cultural attrition is a cankerworm, recipe of moral decadence and a weakening of cultural norms. The paper explored the effects of cultural attrition on the prevalence of HIV/AIDS in Alice townships of Eastern Cape. The research was explorative, descriptive and adopted qualitative design. An interview guide was the instrument utilised, and 33 samples were investigated. Findings indicate that the culture of sexual permissiveness was increasingly becoming a norm; inadequate retention and preservation of cultural values; and that cultural attrition was a recipe of modernization and apartheid. The paper recommends to the government and other pragmatists to support cultural renaissance, renovation and resuscitation.