

## **Handling of Sexually Offensive Expressions on Zimbabwe's Selected Radio Stations**

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### **Abstract**

Sexual and reproductive health-related communication in Africa is culturally regulated. This chapter analyses the handling of sexually offensive expressions on Zimbabwe's African language radio stations. The conceptual lens for this study is grounded in the indigenous knowledge systems perspective, which underscores indigenous communication systems as indispensable assets for African cultural communities. The chapter shows that African language radio stations are expedient channels for sexual and reproductive health-related communication in the contemporary society. However, this study shows the widespread use of inconceivable sexually explicit language and ineffective euphemisms in a manner that diminishes the relevance of the radio programmes. Therefore, the chapter maintains that it is imperative to remodel African language radio's language use conventions in programmes that relate to sexual and reproductive health issues in ways that match the cultural traditions of the respective audience.