This book captures the rationale for the perceptions of black African youth based in urban and rural areas on the present revival of the circumcision rite in KwaZulu-Natal. It explores the role of media as the contemporary socialisation strategy especially when it comes to inculcating a consumer-oriented agenda, in particular the circumcision rite as the antidote for curbing communicable diseases, as well as the revival of the Zulu culture. It reveals the degree of alienation of black African youth from understanding themselves and their cultural value systems, as well as their historical background such as the circumcision ritual and the rationale behind its practise. However, it offers some alternatives to the present limitations on indigenous African cultural values systems in general.

About the Author

Ntokozo Mthembu lectures in the Sociology Department, School of Social Sciences at University of KwaZulu- Natal, Howard College, South Africa. He has conducted a series of individual and joint studies in South Africa and across Africa that range from labour related matters to social issues. Some of his published works include: The nightmares of apartheid legacy (2012); Indigenous knowledge creation methodology analysis (2011), Saarbrücken Publishers, Germany; The daily leaf and The fundamentals of Rastafari (2011), Isalem Publications, South Africa and A dream of Azania (2010), Reach Publishers, South Africa.