

# Branding LGBT Rights in South Africa

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## Claiming LGBT Rights in the Search for Identity

Establishing lesbian, gay, bisexual, and transgender rights (LGBT rights) has become a global trend as more people are searching for and finding their identity through their sexual orientation. Change comes with time, and the ability to choose sexuality is being identified as a basic human right (Richard 4). However, government regulations, religious practices, and social norms prevent homosexuals from being legally married and culturally accepted (Oliebile). People who openly express their homosexuality are many times discriminated against through physical and verbal attacks like murder, rape, torture, or discrimination in the workplace, school settings, and health care facilities (Campbell). Through this discrimination, members of the LGBT community have claimed asylum in other nations to be safer and more accepted as a person. LGBT rights are a global trend and issue that is inevitably changing the way humans find their personal identity.

Establishing LGBT rights on a national and international level is necessary because people are abused and mistreated in different ways based on their gender and partner of choice. Some people choose to hide their sexual orientation while others publically express it through physical contact or conversation. In nations that either legally, socially, culturally, or religiously reject these people either verbally or physically, they may choose to seek asylum in another nation. Canada was one of the first nations to offer refugee protection for LGBT people, but there is also an extensive process for access to the country (Jordan and Morrissey). Publically accepting personal identity comes at a cost, but nations, like Canada, are aware of the global trend and are making strides to resolve this global controversy.

One debate about the LGBT community is that they are making these identity decisions through personal choice rather than biological traits. Many people believe it is a choice to be a part of a physical relationship that is not strictly heterogeneous because of what history has shown society through religion (White 103). Men and women are to repopulate the earth, and the marriage is only consummated after a religious ceremony or government proceeding that binds the marriage legally. However, research is emerging that shows it is not a choice to become a LGBT but biologically possible. Even LGBTs who have strong religious ties are affirming their sexuality while creating new religious organizations (White 105). They are based to accept LGBT members and their identity (White 105). Being a LGBT can be a choice, but there are an overwhelming number of people who are taking incredible chances to be someone who the majority of societies, and the world, currently oppose.

With every generation comes awareness and acceptance of societal changes. As technology progresses, the spreading and sharing of information is inevitable between nations. The acceptance and rejection of LGBT rights is a global trend because of one main human need: to find personal identity. Despite cultural norms, government legalization, or religious practices, it's inevitable for people to question what they are doing on the planet and how will they spend their time. These are universal questions that people are allowed to answer, and living life according to personal values and beliefs rather than what society dictates is possible. LGBT rights is a global trend because people are feeling more secure about who they are, know they have others to identify with, and government regulations are changing which slowly changes societal and cultural acceptance.

One way to look at LGBT rights is the perspective of basic human rights. People are entitled to live a life according to personal beliefs and to find a place in society, a feeling of

inclusion based on identity. It's in violation of human rights, and international law, to force hormone treatments on people to change their sexual orientation and allow the people who abuse people in the LGBT community to go unpunished (Richard 4). Actions like rape and murder are inexcusable and a blatant disregard for the dignity that each person is entitled to as a human being (Richard 4). When a society neglects these instances or even negates the source of the cause, there is less understanding and acceptance of LGBT rights and the cycle of human right violation continues. Living in a globalized world, other nations hear of these instances, and will take a stance and will be expected to have a reaction. This might include the acceptance of people into the country that are seeking asylum based on sexual preference (Richard 4). Taking the step to flee a country is a negative reflection on the country and its regard for basic human rights. Human right guidelines dictate the acceptance of LGBT people but with that global change comes other facets.

As the LGBT community grows, the awareness of health risks through intercourse emerges. The spread of disease was one of the biggest realistic concerns when claiming LGBT rights became a global movement (Campbell). This group is more likely to spread sexually transmitted infections (STI) like HIV/AIDS because of the lack of sexual education and health care provided for those who are not traditional, heterosexual partners (Campbell). Even women and men who claim to be homosexual are having intercourse with members of the opposite sex, spreading the epidemic (Campbell). Many people claim asylum in the United Kingdom, but they are not given the medical attention they need to be safe and smart during future physical contact (Campbell). The spread of HIV is a global issue, especially in the United Kingdom where more than 20 percent of men are unaware of their infection (Campbell). The unknown is scary, especially when the physical health of the world is at stake.

Countries that oppose LGBT rights are looking at more than health risks but at cultural effects. China has a strong culture in regards to marriage and children through strictly heterosexual relationships (Shen 1). China has recognized the global trend but its culture is so deeply intertwined with heterosexual unions, despite its lack of government legalization, the cultural acceptance would hardly exist (Hildebrant). This idea is not linked to religion, but in the traditional values the country holds (Hildebrant). China has less children and thus it's less of an economic risk. Likewise in Africa, homosexual men fear for their life because of sexual preference in 31 African countries (Campbell). At the same time, South Africa was one of the first in the world and is the first and only nation in Africa that has legalized same-sex marriage, but hate crimes are frequent and there is very little cultural acceptance (Jordan and Morrissey). Despite the evident health effects of LGBT rights, the cultural importance is an even higher priority for many nations.

Some nations are more likely to accept same-sex marriage on a religious spectrum but are less likely from a cultural perspective. China is more likely to accept homosexuality from a religious lens but less likely through a cultural lens. Alternatively, religious leaders in Africa are denouncing homosexual men, naming them immoral, and publically harassing them for their sexual identity (Campbell). Religions take a different stance on LGBT rights and within those religions, each group has their own opinion, and the subgroup within those hold their own opinion. Some deny the existence of homosexuality, but homophobia is slowly becoming a thing of the past (Adams). Traditional marriage accepts the union of man and wife, mainly for the ability to reproduce and supply the world with a new generation. As research tests are publicized and pro-choice, in terms of identity, are introduced to society there is more to sexuality than religious expectations and normality.

Despite the separation of religion and state, government is still influenced by culture which includes religion. For some LGBT, uniting legally is important, even if it's not in their native country (Vries). Identity can be private, but it's on a new level when identity is public, and this can only happen through legalization of marriage, but searching for identity can be rooted in government acceptance for some. The option to legalize a marriage is possible. Globalization allows people to see what is possible, and push for what they believe to be right. For example, India is a country that not only has a strong religious culture, whether it be Muslim, Christian, or Hindi, but also has a strong societal organizational system based on occupation: the traditional caste system (Giridharadas 159). There is a strong family and societal expectation to have a certain occupation, marry within the caste, and have children immediately (Giridharadas 162). Therefore, LGBT members are a cultural contradiction in every way, but even so, consenting adults in India are fighting for their rights to be with whomever they choose (Trivedi). Young Indian adults are publically announcing their sexuality, or coming out of the closet, and expecting the government to adapt with the changing world, however, they are being disappointed (Trivedi). There is still hope for government changes, and this will only come with time, societal persistence, and global influence.

LGBT rights is a global trend effecting hundreds of nations around the world. The issue is intertwined in more than government legalization, but in religious, cultural, and societal acceptance. People of the LGBT community know they are not alone and are willing to put a lot on the line to feel satisfied and pronounce their sexuality and thus identity to the world. Some nations are more progressive than others, but the process takes time. The change has always been inevitable because it's not always a choice for people to be LGBT, but global awareness is evident even though its acceptance is a thing of the future.

Scholars have brought up several key ideas that people can identify with on a global level. As with anything else in history, change takes time and there are always going to be two sides to every coin, specifically why LGBT rights should be provoked or enforced. Health risks are a definite concern, but with proper education, the scare of disease can be a thing of the past. The largest barrier members of the LGBT community face is the cultural acceptance in countries that have been established with certain unspoken guidelines for hundreds and thousands of years. Change is hard for any nation, especially when there is a complete reconstruction of the traditional hetero-sexual relationship and procreating the world.

### Communicating LGBT Rights on a Global Level

The world is having a sexuality identity crisis and fighting for lesbian, gay, bisexual, and transgender (LGBT) rights has become such a large trend, it has entered the media in more than one way. Communications as a profession is a broad field that encompasses the media, public relations, marketing, branding, and social media. Through each of these outlets, political, religious, and cultural campaigns form, and it is through each of these that communication representatives must take a stance and form an identity for the company or the event. Local campaigns can turn into national and international events, like the LGBT rights movement. Through this movement, so many groups have formed and with each of those groups a brand forms (Stein 14). Each brand includes a slogan, tag line, website, logos, and different graphics to reinforce the goal of the brand and spread the values behind it. An effective communications strategy can be the difference between a success and a phenomenon.

Communication professionals need to be knowledgeable of every aspect of whatever industry they are trying to brand. The LGBT rights movement, as a whole, has been marketed using a thought-out communications plan, but each advocacy group can be marketed differently (“Campaigns Urges Teens”). This creates a more in-depth conversation about the global conversation because there are different voices being heard on the same topic. Each of these voices is also interpreted differently depending on the listening and viewing audience. Grandparents, parents, and children interpret the brands of each advocacy group on different, personal levels based on their culture, religion, and political beliefs including their definition of basic human rights.

Human rights is a broad term that comes with a broad definition that is interpreted differently by every country. As a part of the United Nations, the United Nations Human Rights Office aims to “promote and protect human rights around the world” (United Nations). Hundreds of countries are a part of the United Nations, so it is nearly impossible for them to create anything but a subjective, multi-faceted brand. The Free and Equal campaign, founded by the United Nations, is a global education campaign that brings awareness to homophobic and transphobic violence and discrimination (United Nations). The United Nations keeps the definitions and values of this campaign vague to reduce conflict on a tense topic. This broad branding is a part of the crisis management of communication professionals. In this sense, the United Nations is preventing a crisis situation by creating a global, non-controversial brand. The Free and Equal campaign focuses on equality as human beings rather than the rights for the LGBT community, even though that is the official definition and intent of the campaign. Some communication strategies are endorsed by globally respected brands rather than relying on the general brand to be understood and appreciated by everyone.

Established brands that have earned the respect of the public impact other brands and how the public receives them. Coca Cola has been established for many years so they are using a marketing tactic called market penetration to maintain their brand while introducing new ideas to keep consumers impressed and buying Coca Cola products (Hawkins and Mothersbaugh 325). Through one of Coca Cola's social media campaigns, Share a Virtual Coke, its consumers are able to send a virtual coke with a name on the can, but the campaign backfired when the words on the cans weren't limited to names ("Coca Cola Removes"). People that used the application in South Africa noticed a disturbing fact: they were able to type "straight" onto the can, but "gay" was prohibited ("Coca Cola Removes"). The public relations team needed to respond to the crisis situation to keep the brand of Coca Cola strong and the LGBT global community aware of the company's position. Coca Cola apologized for the technological difficulties when they published their response to the LGBT community: "As one of the world's most inclusive brands, we value and celebrate diversity. We have long been a strong supporter of the LGBT community and have advocated for inclusion, equality and diversity through both our policies and practices" ("Coca Cola Removes"). Without crisis management, the brand of Coca Cola would be affected on a global level in the LGBT community and other organizations with similar company views on human rights. The LGBT rights movement was enhanced because of new media and the technology to create an interactive campaign. Coca Cola changed how we are able to not only receive news but display personal beliefs for others to read and respond through outlets like social media.

Communications professionals who create LGBT rights social media campaigns for various generations use different approaches because communications is based around the viewing or listening audience. Attracting a young audience requires a tagline that can be

remembered, a spokesperson to be admired, and an applicable visual for continual reference. ThinkB4YouSpeak is a campaign that is relatable to a younger generation based on the appearance and tone of the title of the campaign, the use of slang words on the website and promotional items, and the goal to eliminate the phrase “that’s so gay” from the world’s vocabulary in exchange for something that’s original (“Campaigns Urges Teens”). The campaign gives students a challenge to think outside the box and be a part of a social cause rather than be a cause of violence and abuse. As a social media and marketing tactic, the campaign’s website shows, in real time, the posts on Twitter containing the words, fag, dyke, or so gay (*ThinkB4YouSpeak*). Without this visual, the statistic would just be another number and the point of the social media campaign would be without a deeper value. Communications as a profession is not only about getting people aware and informed, but it is about involving people in a creative, attentive way so they can become a part of a local, national, and even global conversation.

The conversation begins with the history of LGBT rights, which varies by country. India is famous for its arranged marriages and strictly heterosexual relationships (Giridharadas 159). This contradicts the history of India. Ancient Indian portraits showed images of homosexual relationships, but it wasn’t until Britain occupied India that homophobia spread (Trivedi). It was not until recently that Indians in their twenties and thirties were attending national festivals and parades in support of homosexual marriages (Trivedi). These young activists act as a visual for other Indians by effecting the present and future LGBT rights movements and campaigns that will impact the country and the world. Organizations like the International Lesbian, Gay, Bisexual, Trans, and Intersex Association (ILGA) keep countries connected through one communication tool. Since 1978, ILGA is the only worldwide campaign that advocates for

LGBT rights by keeping other countries informed and influenced by one another (*ILGA.org*).

Without global sites that unify one common trend, India would be a part of a belief that was caused not by cultural or religious history, but because of the occupation by a European nation. India is seen as a slowly progressing nation, especially in the cities that now have night clubs for homosexuals called Boyzone and Desi Dykes for males, females, and transgender alike (Trivedi). Human rights movements can begin with graphics from history and end with a social movement that is only possible through imagery, cultural trends, and a conversation.

Starting a conversation can be as simple as posting a unique graphic or icon that causes people to ask questions. The United States has one of the largest Human Rights campaign that advocates for LGBT rights by electing LGBT members into office and educating the public (*Hrc.org*). With their very simplistic yellow and dark blue equal sign graphic that was altered one day to red and light pink to bring awareness to a Supreme Court marriage equality case, the visual change caused a viral image that spread on social media causing a 120 percent profile picture change on Facebook in one day (*Hrc.org*). Changing the colors of one, famous graphic and logo caused a national and global conversation. Thousands of people changed their profile pictures to support the LGBT community by the click of a button. New media, specifically social media, has completely changed the way we communicate and spread information just by changing the colors of a familiar logo. Although this one graphic originates as an American symbol, the LGBT rights movement is a global trend that reaches international companies.

Companies with a global brand are aware that although a campaign or public relation announcement may be stated in one country, it becomes a global reflection on the company. Starbucks is a global coffee brand that has declared its acceptance of gay marriage causing homophobes to create a campaign called Dump Starbucks (Stein). The campaign started on a

national level where about 47,000 petitions were signed against Starbucks validating gay marriage while another, international, campaign emerged called Thank You Starbucks which received over 650,000 signatures advocating for LGBT rights (Stein). Communications can become a domino effect because there is so much that can be said by doing so little. Less is more, and something as simple as boycotting Starbucks and signing a petition can cause a global reaction with almost thirteen times the support as the initial action. Starbucks's logo was manipulated for the campaign, but the brand and colors remained the same. People recognize the style of the brand and it starts a conversation filled with questions about the change.

Communication professionals need to be aware of the local, national, and global conversations of an industry, because they will always need to listen and respond in some way. Even brands with established reputations will need to respond to the global community through an apology or a promise for the future. The LGBT rights movement started hundreds of campaigns that every nation responds to in their own way. Through visuals, history, and slogans, the LGBT community has started a global conversation by targeting a select audience and executing campaigns through new media. The world is changing and effective communication tools will make issues and trends, like LGBT rights, a global concern that ultimately leads to international awareness and understanding.

### South Africa Stands Alone in its Brand to Legalize LGBT Rights in Africa

South Africa is the first African country to legalize the marriage of lesbians, gays, bisexuals, and transgender (LGBT) individuals, but it might not be the safest place to seek asylum (Nagel). Even though the government has approved the marriage of gays, South African

society and culture are a long way from accepting the new law. Because South Africa was not only the first country in Africa to legalize LGBT marriage, but one of the first in the world, it was nominated to begin some of the most famous international social media LGBT rights campaigns in the world (“Free and Equal”). Claiming asylum in another country guarantees safety to those who have been persecuted by his or her own country; this has become a global trend, specifically as it pertains to LGBT rights (“Asylum”). There is much controversy whether South Africa is really a safe place to be claiming asylum because of rapings, murders, assaults, and general culture rejection by the African people (Rademeyer). The world has seen all of this through campaigns because of the professional communications field and what the world is given to see, hear, and read through news coverage, public relations, and social media campaigns.

Some LGBT campaigns have spread throughout the world like wildfire because so many can identify with the LGBT movement. The Free and Equal campaign was created by the United Nations (UN), and it has quickly become one of the most popular LGBT campaigns in the world. The UN reinforces its values when it stands up for human rights, all human rights, and say, “Each and every one of us is entitled to the same rights, to the same respect and ethical treatment, regardless of our sexual orientation or gender identity” (“Homophobia Hate Crimes”). The United Nations specifically chose to begin the campaign in South Africa because it was one of the first countries to legalize LGBT marriage, but it is still a society that is hesitant to accept gay rights (“Free and Equal”). Additionally, Navi Pillay is the high commissioner for human rights, and South Africa is not only his hometown, but Africa in general has a high level of discrimination and violence against LGBT individuals (“UN Human Rights”). Cape Town, South Africa became the origin of the campaign. The Free and Equal campaign states that

acceptance of LGBT rights are “more than just changes in laws and policies,” but “a change in people’s hearts and minds as well” (“Free and Equal”). Campaigns like the Free and Equal consist of more than just a goal; they are supported with many communication pieces like videos, info graphics, and testimonies (“Free and Equal”). Without these additional materials, the campaign would not be the international phenomenon it is today. Multiple communication channels bring awareness to more than just the target audience, but to secondary and tertiary individuals which makes a campaign a marketable, global success (“UN Human Rights”). Some of these individuals include activists and celebrities which make an impression in and of themselves.

Campaigns are strengthened when they have a face to the cause, especially one that is admired and respected. Nelson Mandela was a president of South Africa who has become the inspiration of the Free and Equal campaign, even after his death (“UN Human Rights”). Mandela always supported education and the power that comes with it to end prejudices (“UN Human Rights”). Even as Mandela is the inspiration behind the campaign, there is nothing better than multiple people, from multiple nations, supporting the Free and Equal campaign from all parts of the globe.

Even those who are not activists can make an impact. There is strength in numbers in any situation, especially one that is new to the world like LGBT rights. Daniela Mercury is a Brazilian dancer who has supported the Free and Equal campaign along with Ricky Martin a pop star from the United States, Celina Jaitly, a Bollywood actress from India, and singer Yvonne Chaka Chaka from South Africa (“UN Human Rights”). Many times, LGBT conversations only air on global media coverage if there is talk of murder or abuse because of sexuality, but the conversation changes when South African celebrities and role models are publicizing their non-

heterogeneous sexuality. The third place winner of *Idols*, a singing competition in South Africa, was gay and she got married to her lesbian partner (Nagel). Nothing life-threatening has evolved from this competition other than more conversations and education, of which, is the reason for campaigns and media coverage. It is one thing to hear a story about an African citizen and oppose their views, but it is another to oppose a role model. Celebrities become the face of campaigns which strengthens the mission of the communications efforts to accept different identities, especially in the LGBT community.

Some companies choose to promote their acceptance of LGBT workers through internal communications rather than promoting external global campaigns. Port Elizabeth, South Africa is home to one of General Motors' car manufactures ("GM in South Africa"). General Motors was the first company to provide benefits for domestic partners and advertise this unique benefit to the LGBT community (Stein 14). International companies are beginning to accept the global trend and accept the sexuality of its employees not necessarily through same sex couples in its advertisements, but by advertising through the perks of being an employee by providing health benefits for all loved ones (Stein 14). Through this internal-only campaign, it strengthens the brand of General Motors through diversity and enthusiasm for employees to do business with diverse groups of people (Stein 14). International companies, like General Motors, have a brand, but individuals also have a brand. The brand of the LGBT community is finding personal identity and sometimes, that means claiming asylum in another country.

Research shows South Africa has been accepting claims of asylum since the legalization of LGBT marriage laws in 2006 ("The Freedom to Marry"). Research also shows numerous reports of murders, rapings to "cleanse" LGBT people, and general violence and discrimination spreading like wildfire throughout all of Africa (Rademeyer). South Africa is failing to provide

protection for refugees who sought asylum to be safe from discrimination in the first place. People can exercise their freedoms to be married but may not live to experience a happy life with their partner. Asylum claims in South Africa spiked in 2008 and 2009, but numbers have drastically dropped to the point they are equal to the number of claims before the legalization of LGBT marriage in 2006 (Rademeyer). South Africa claims to be one of the largest asylum-seeker recipients in the world, but the numbers do not add up; neither do the promises of being protected. Those seeking their LGBT rights are not only facing discrimination based on sexuality, but by being native to South Africa (Littauer). In addition, non-black South Africans have made statements like “White South African LGBT organizations don’t really care about us black people” (Littauer). Even though this is an opinion, it’s based on a general awareness of homophobia and xenophobia or the hatred of anything that is strange or foreign (“Xenophobia”). Not only has news coverage shown cases of sexual discrimination, claiming asylum has become a culture threat to natives, and a battle of the races. All of these circumstances would not be known without the communication and marketing field. New media has changed the way we receive and retain information. Infographics are a visual way to represent large amounts of information and data. The site that conveyed this information about South Africa was arranged in a way to communicate to the mass majority in a simple way. The affects of new media are immense and they keep a conversation going on a national and international level. Without enforcement through communication pieces, South Africa needs more than a law to accept LGBT rights and safely host non-natives.

People may wonder why asylum seekers and South Africans want to get married when they know of the abuse and discrimination that awaits them. The same idea applies for people who were never able to vote in the past. It might not make a huge difference on a national level

to vote, but it there is an inherent personal connection (Nagel). Having the ability to marry a loved one gives personal identity to two people, and that in itself is priceless for some; it's a way to brand yourself to the world through another brand: the LGBT rights movement. Although LGBT rights are publicized and become a political issue, people forget the main reason why the conversation in the media has begun: people are claiming their identity by claiming asylum to get married (Nagel). Organizations are emerging with new campaigns to support this personal mission of every single people around the world, not just those seeking LGBT rights. Free Gender is a black lesbian human rights organization in Cape Town, South Africa that houses strong activists to make a change in the LGBT community (Thirikwa). In 2013, Free Gender made significant progress to imprison men who raped lesbian women who "needed cleansing" (Thirikwa). Men like this have been imprisoned, released from jail with minimal bail, and only re-imprisoned because of activists who create campaigns and hand out pamphlets with concrete evidence and examples of the cruelty and de-humanizing actions of the general public (Thirikwa). The LGBT movement has created a divide in not only LGBT members, but through race. This in itself is a communication brand that speaks to others. Communication professionals educate people, begin a conversation, and cause change for LGBT people through personal identification and creating a sense of community. However, bringing some people closer also means pushing others apart.

African countries have a cultural tie just like other continents have their own connections, but LGBT rights vary per African nation. Uganda and Nigeria have not only expressed their hatred towards the LGBT community, but anti-homosexuality bills have been legalized in the African nations (Olebile). LGBT rights activists are communicating their dismay and general fear for the safety of the country because of the "Kill the Gays Bill" in Uganda (Olebile). The

bill is not only taking away the natural human rights entitled to every people around the world; it is enabling violence and a hostile environment for the LGBT community in the workplace on the street, in schools, and even in the grocery store (Olebile). Similarly, Nigeria has the Same Sex Marriage Prohibition Bill which brought certain strength to what the two nations are saying through these laws (Olebile). Through the media, the brand of each of these African nations affects the branding efforts of South Africa to become an LGBT rights accepting nation. Strength and influence can come in numbers, and right now, South Africa's law may say pro-LGBT rights, but two other nations' laws and three cultures are strongly anti-LGBT rights. Majority has ruled, and it's making other African nations think about which side they'll take on the global trend when it's time for them to voice their response to the LGBT community. South Africa made an attempt to start the cultural acceptance of LGBT rights by legalizing gay marriage, but the entire continent has a general homophobic history that is causing nations to agree more on the anti-equality conversations rather than the human equality campaigns (Littauer). South Africa took a leap of faith, but there may be stronger cultural identity in Africa than personal identity.

South Africa legalized gay marriage in 2006, accepted those who sought asylum based on their sexuality, but has failed to keep the legal promises it has made, despite its marketing efforts. The Free and Equal campaign was created by the United Nations and began in South Africa, but without more education and support, Africa's culture is influencing the country more than media coverage, research, campaigns, branding, celebrity advocates, and pamphlets can do combined. General Motors is an international brand that started the support for LGBT employees through internal benefits, and African celebrities are becoming the inspiration for human rights, but without their strong support, the culture change is enormous for South Africa at this time.

People can claim asylum in South Africa, but unfortunately, the country is branded as an unsafe environment with little to no acceptance for personal identity.

South Africa seems headed towards being a largely homophobic nation. Even though there may be a law accepting gay-marriage, and despite the United Nations campaigning efforts, the culture and society are not ready to accept such a large change. There will be no desire for people to claim asylum in a nation that is so strongly affected by other nations in the continent. Cruelty towards LGBT members has gotten worse in South Africa and Uganda and Nigeria are only enforcing the brand that the continent has created. It does not seem like South Africa is ready for the change that it's being asked to make.

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