Conclusion
The general objective of this thesis was to review the role of media in generating HIV/AIDS awareness of the students of Aligarh Muslim University, Aligarh (U.P) India. Students of Post-Graduation and Research Scholars were the respondents of the selected target group. To know, how media play an important role in generating HIV/AIDS awareness amongst the target group the researcher put up some questions through a closed ended questionnaire regarding HIV/AIDS awareness.

Questions were asked about the mass media profile like from where they first heard about HIV/AIDS and which media gave them the best knowledge about HIV/AIDS. As we know there are various forms of media like TV, Radio and newspapers which are making constant efforts to spread awareness for HIV/AIDS. It was highlighted in one of the chapters of the thesis.

To analyse its role, the researcher has studied both aspect of media i.e. activities and actions. Different forms of media such as TV, radio, newspapers, magazines, internet, traditional media, banners, hoardings were included as part of the study. Their roles were analysed through the survey where it was found that radio is the best form of media selected by the respondents in getting useful information regarding HIV/AIDS. It is also an outcome of another objective of the thesis. A study conducted by NACO through IIMC, New Delhi in 2008 shows similar results where impact of the multimedia campaign is evaluated and it is assessed that radio and TV were reported as the highest media sources for receiving information on HIV/AIDS.

A study was also conducted in 2008 by P. Lal and Anitha Nath to find out the level of awareness about HIV/AIDS among senior secondary school children in New Delhi. With regard to the sources of information
about HIV/AIDS, 79.6% of the students mentioned that radio was the main source of information to them.

Another aspect which comes out clearly from the survey is that TV is another important media for the target population for getting messages about HIV/AIDS. Also a substantial share of respondents got their information from banners and hoardings which are parts of outdoor advertising. The survey questionnaire provided multiple choices to the respondents. As for newspapers and magazines it was observed from the survey that those respondents who have access to newspapers and magazines had seen messages relating to HIV/AIDS awareness. Similar trend was also seen in the case for internet, which has a limited access. From the responses of the target group, the researcher found that they received knowledge about HIV/AIDS and its implications and preventions from different forms of media. With the help of the survey and after the analysis of the data, researcher found that media played a very vital role to generate awareness amongst the target group. The conclusion is drawn that use of mass media in India needs attention from the policy makers and the government. A large fragment of programmes and campaigns related to HIV/AIDS awareness is run by the central government through NACO and State AIDS Control Societies. The foreign funding can only be utilised when we have structural framework. It was reviewed in the thesis that appropriate techniques be devised and rules must be made to fully understand the potential of mass media.

Through the survey the researcher also tried to find out the awareness level of the target group regarding HIV/AIDS. For which the respondents were asked questions like in what ways they thought that HIV/AIDS is spread from one person to the other. This section was further divided into 9 parts for getting a clear understanding of this
particular issue. In the subdivided part of the questionnaire, such questions were asked; whether eating or drinking from the same plates and cups, shaking hands/hugging/living in the same house, washing, changing clothes for someone who has HIV/AIDS can spread HIV/AIDS. Also whether kissing, having sexual conduct, sharing needles while injecting drugs, breastfeeding, from mother to child during pregnancy and mosquitoes bites could be reasons behind spread of HIV/AIDS.

The last part of the questionnaire asked the respondent to answer questions like how old were they when they first heard about HIV/AIDS, Is there any difference between HIV/AIDS, are there any ways to protect against infection from HIV/AIDS, is there a way to cure HIV/AIDS and lastly whether they think they have got enough information regarding HIV/AIDS. To achieve this objective the researcher analysed the data in which he found that the respondents or target group have good knowledge about the hazards of HIV/AIDS. They are fully aware of the misconceptions of the disease also.

Another objective of the thesis was to study the demographic profile of the target group. To know this question were asked related to age, sex, level of education, profession of parents and their marital status. These questions gave the researcher exact background of the respondents. When demographic profile of the respondent was analysed it was observed that majority of them lie in the age group of 24-27 years and are mostly unmarried. It is an essential part of the study because this particular age group is important for the development of the society.

We can conclude that the government as well as private organisations are taking several measures to check the spread of HIV/AIDS. It can also be concluded from literature analysis that communication is the only way
of sending awareness related messages. From the analysis it was found that several important steps taken to understand the dynamics of the spread of the disease have succeeded initially and some are in the developmental stages. By assessing the history and nature of HIV/AIDS we can conclude that a lot of work is still needed to be done.

We also conclude that government and the NGO’s are doing a lot of work in sending messages through mass media for HIV/AIDS prevention and control. Foreign funding agencies are also contributing considerably for this noble cause. It is concluded that the work of NACO and the State AIDS Control Societies is not limited to displaying banners and hoardings only but they are also involved in giving proper care to the persons infected with HIV/AIDS.

It is finally concluded that the use of media for generating HIV/AIDS awareness in India needs more attention not only from the government, but also from policy makers and the media industry itself.

Suggestions

The following suggestions have emerged as a result of the study:

• HIV/AIDS must be made a part of the curriculum at all entry levels in the university.

• Teachers and staff members must be sensitised about HIV/AIDS.

• Different associations like the student’s union should organise camps promoting awareness about HIV/AIDS on the campus.

• Documentaries and short films should be screened regularly for students on HIV/AIDS awareness.
• Banners and hoardings should be put up at common points like canteens and entry points of all halls of residences of boys and girls.

Communication through mass media can create an atmosphere for treating HIV/AIDS as a health threat and disable notions of sex as a taboo topic. It will further promote healthy discussions at home and the places of study.