Abstract

For many centuries human kind faces many problems and diseases, but danger HIV/AIDS has posed is of no match. This is the worst scourge that the civilised world has ever faced. Man has never been so helpless and disgruntled since the arrival of this menace. It has affected and shook the very foundations of human existence. India is a developing country and the development can be seen all around. Health sector in India is also witnessing a boom. With the development of effective vaccines and modern antibiotics, the threat of communicable diseases was largely contained. In the early eighties, when the first few cases of AIDS were reported, few might have realised its propensity to become a global public health problem. In a span of over two decades, since its first identification, HIV infection has become a pandemic and has posed a formidable challenge to mankind, in almost all aspects of life. AIDS came to be known in India in 1986, and according to current trends in data it is clear that it is sweeping the whole country. Although there is a marginal decrease in cases related to HIV/AIDS. Lot is to be done in the future to secure the health of our coming generations. Present generation has seen the worst part of the epidemic.

This acquisition of knowledge is not only required for medical and paramedical personnel, but also to some extent, to majority of population, particularly high risk one. In present circumstances, AIDS prevention largely depends on health education and behavioural changes based on AIDS awareness, particularly among young adults who are prone to risky
behaviour. Mass media can be best carrier in executing plans and policies and in promotion and propagation against HIV/AIDS.

This research work tries to delve into two areas of study which are being interrelated, the use of media and its efforts to curb it. An analytical attempt has been made to study the role played by the media in India in generating HIV/AIDS awareness and whether these information is affecting the awareness level of the selected target group in physical terms.

**Objectives of the study**

**General objective:**

To review the role of mass media in generating HIV/AIDS awareness in India by examining major studies taken for this purpose. Also to assess types of media accessed by select target group of students of Aligarh Muslim University and examine their role in generating HIV/AIDS awareness.

**Specific objectives:**

1. To review the use of mass media for HIV/AIDS awareness.
2. To conduct quantitative research with the target group to validate the findings of the survey.
3. To study the demographic profile of the selected population through a statistical survey.
4. To analyse the awareness level of the select target group regarding implications of the disease.
5. To find out the media preferences of the select target group for getting information about HIV/AIDS.
Thus an attempt has been made in the following pages to briefly study the role of media in generating HIV/AIDS in India. The study takes into account all the possible aspects in understanding the dynamics of HIV/AIDS and its awareness in India.

A special emphasis has been laid on the salient features role of media and its areas of activity in India. The repetition of informational facts and figures has as far as possible been avoided, but when for the sake of continuity of narrative it seemed essential to refer to them, this has been done with great brevity. Due caution, however has been taken not to leave out anything of real importance, in the present thesis, care has been taken to utilise all the latest facts and figures and published work within reach.

**Organization of the thesis**

The thesis is divided into following sections which are as follows:

1. Introduction
2. Review of Literature
3. Chapter 1: HIV/AIDS awareness: An overview
4. Chapter 2: AIDS control programmes in India
5. Chapter 3: Media as a tool
6. Chapter 5: Media in action
7. Chapter 5: Survey
8. Conclusion
9. Bibliography

The division of the thesis in the above sections chapters is briefly described here:
Introduction

The objectives and the purpose of the study are introduced in this section. It also mentions the methodology of the survey with survey design and how the selection of the sample is done. A pilot study was also done to make the survey more appropriate.

Review of literature

This is the first chapter of the thesis, which deals with review of the works done in the area of the study. The pertinent studies related to the work from India as well as around the world are reviewed to ascertain the quantum of HIV/AIDS awareness. Research papers, thesis, survey based research papers were studied at length to determine whether they can be useful in understanding the topic of the research.

HIV/AIDS awareness: An overview

This is the second chapter of the thesis which primarily made an elaborate insight into the epidemic and the factors which are driving this and the efforts which are taken to curb this disease. The chapter delves into the history of the origin of HIV/AIDS, which traces the root of disease and how it spread to all parts of India and what are the efforts taken by the government to control it in the initial stages. The chapter discusses at length the driving factors like biological, socio-cultural, socio-economic etc. which are helping in spreading of the disease.

One of the topics which has been discussed in detail and is very pertinent is the HIV/AIDS awareness and the role of communication. Ways to spread awareness apart from mass media like religion and through community participation. Role of IEC is discussed in the chapter,
activities of IEC and the recent steps taken by the government through it to control it.

**HIV/AIDS control programmes in India**

This is the third chapter of the thesis which deals in details of the programmes initiated by the government from its initial stages up to present times from national level to the state level. It focuses on the National AIDS Control Programme as well as the works of State AIDS Control societies. Some light is also shed on the privately funded organisations. The chapter discusses some of the major awareness programmes initiated by the government of India in order to take control of the disease which are spreading like a wild fire. Some light is also throws on the activities of the foreign organisation like Bill and Melinda Gates foundation and Kaiser Family Foundation etc. Actions of the NGO’s like AAG and Avahan are also discussed in the chapter.

**Media as a tool**

This the fourth chapter of the thesis deals with aspect that how media can be used as a tool to curb the growing menace of HIV/AIDS. It deals how communication mediums of media can help in fighting this disease. Reporting of the HIV/AIDS is also discussed foremost aspect of media in creating awareness about HIV/AIDS is how the issue being reported in the media and to support this some guidelines laid out by Press Council of India are also highlighted. How media is evolved from basic tool of giving information to the biggest tool to control HIV/AIDS. What are the development that has taken place over a period of time in media. The chapter highlighted the developments in print and electronic media in promoting HIV/AIDS prevention in cities as well as in rural areas. The new ways and types of outdoor advertising are also discussed. The chapter
closes with depicting media as a message carrier and the role it plays in shaping the society.

**Media in action**

This is the fifth chapter of the thesis which deals with the activities of the different media and the kind role they are playing for trying to spread awareness about HIV/AIDS. The chapter discuss in detail actions of TV channels which are making AIDS specific programmes and related aspect. Today's world believes on visuals added with sound i.e. Television, which proved to be the most innovative mass media ever invented. Apart from it Radio, and for the literate population. Newspapers contribute greatly to the imparting of messages of public interest. In this chapter an insight into the fact that media is not only about broadcasting or telecasting. An elaborate attempt has been made in this chapter to show case some of the major programmes and campaigns by the different media organisations to combat against the disease.

**Survey**

This is the sixth chapter of the thesis. This chapter consists of all the statistical analysis and review. Mathematical and statistical inferences were also discussed in the chapter. After this, findings of the survey are analysed which is consists mainly of the tables and their statistical interpretations. All the variables of the questionnaire are discussed in detail in light of the survey analysis. An extensive conclusion was also made to support the data and its analysis.
Conclusion

This is the main conclusion of the thesis and it covers all the chapters and the area of research.

Bibliography

In the end of the thesis, a list of books, research papers, online articles, reviews, stories from newspapers and magazines, online journals were made to make the thesis more referential.