Introduction
This century has witnessed many ups and downs and problems like poverty, unemployment and social unrest. Above all is one of the greatest risks to the human race ever, HIV/AIDS which has affected health of millions of people all across the globe. One of the major actions taken to curb this menace apart from the medical interventions is the creation of awareness for its prevention through communication; this is perhaps the only way through which we can put some brakes on this worldwide epidemic. Communication is the major domain of human endeavor which is considered the key element in linking or dispatching messages. The triple ‘M’ theory of the emergence of mass society, mass culture and mass communication is linked to the formation of nations and societies.

There are numerous definitions of the term ‘communication’. According to the famous philosopher, Aristotle, communication is the study of all means of persuasion. To Berlo, the sole purpose of communication is to influence. According to Schramm, information is of no use unless and until it is carefully put into words and conveyed to others.

Taking into account the severity of the disease, communication especially through mass media, which at present times is available in formats like TV, Radio, Newspaper, Magazines, Banners, Hoardings and Internet can provide useful information in an effective manner in order to prevent the disease. Information provided by these media often amalgamates into a new form of communication that is personal communication.

Majority of HIV/AIDS affected population lies in the category of youth not only in India but all around the world. Youth is defined by Webster's New World Dictionary as "The time of life when one is young, especially, a) the period between childhood and maturity b) the early period of existence, growth, or development. In all parts of the world the
temis "youth", "adolescent" and "young person" often mean the same. A large section of India’s population consists of young people. This fact is interestingly important for the entertainment industry which provide tailor made content for the youth as they mostly are their main targeted audiences. Sex is the favourite subject they choose to provide entertainment. Unfortunately in the course of this they often provide misleading and inaccurate information about sex, as in India social taboos still do not allow people to talk freely about sex or provide sex education. Efforts are now being taken to use the mass media to make the youth aware and to adopt healthy and safe sexual behavior.

India is a developing country which is confronted by a number of social problems, especially those relating to the young people. Youth is a period of great significance in an individual’s life. It is an unarguable fact that the youth can impact a country substantially in its social and economic growth. But the proper development of human resources and the successful tackling of social problems can be achieved only by those with a deep commitment to serve their society to the best of their abilities.

The broad purpose of the study

This study aims at finding out the role of mass media in generating HIV/AIDS awareness in India with the following purposes:

- Examine the basic nature of HIV/AIDS awareness, different factors involved, historical analysis, sectors through which awareness can be spread and implications of HIV/AIDS.
- Analyse the different AIDS control programmes initiated by the government and private organisations.
- Analyse the role of media as a tool to curb the growth of HIV/AIDS.
- To survey a select target group and assess AIDS and mass media awareness.
Study of the activities of different kinds of media in creating general awareness through promotion and propagation.

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.

Methodology

A thorough analysis was undertaken of the major studies conducted in India and abroad to assess the role of mass media in generating HIV/AIDS awareness. A study based on major programmes offered by main TV networks, radio channels and campaigns and coverage undertaken by major dailies of India was also incorporated.
An overview was also taken of the major initiatives taken by different governmental and non-governmental organizations in India to spread awareness about HIV/AIDS and their outcomes. Issues such as misconceptions about HIV/AIDS and how the press coverage of the disease evolved are also given special attention. After a comprehensive analysis and understanding of the literature available on mass media's contribution to the cause of spreading awareness about AIDS, it was felt that a direct interaction was needed with the most vital section of the society, namely youth. For various reasons such as a conservative society and importance of social and religious attitudes in combating HIV/AIDS awareness, students of Aligarh Muslim University were thought to be most suitable for the interaction. Therefore a descriptive survey aimed at post graduate and research scholars of AMU was conducted in different departments of Aligarh Muslim University, Aligarh during June-September, 2012. The survey, as stated above was conducted with the aim to collect primary data for systematic evaluation of knowledge, attitude and beliefs among the youths of A.M.U. An exploratory study was also conducted before the final selection of the target group in A.M.U. It was a small study but revealed a big problem. AIDS as an issue is not discussed in smaller cities. Although the disease has started spreading its arms into the interiors of the country but the issue is still considered a taboo in the orthodox sections of the society.

Selection of AMU students for the survey is crucial for other valid reasons too. Majority of students enrolled in A.M.U belong to Muslim community which is known for orthodox values and attitudes. Besides, the study also provides an opportunity to know whether the exposure to higher education prepares them to change their attitude and to think beyond traditional concepts and beliefs.
The data was collected from a total of 650 subjects with the help of semi-structured questionnaires to assess the baseline knowledge, attitudes and beliefs among students of various departments/faculties of A.M.U. The consent was taken prior to filling of questionnaire seeking matter of confidentiality in view of the seriousness of HIV/AIDS.

A two stage stratified random sampling technique was used to select subjects under study. At the first stage, the total sample size was distributed proportionate to the total number of students in selected departments of AMU. The numbers thus obtained were distributed in two groups of students namely Post Graduate and Research scholars proportionate to their sizes. From each determined group of students, the desired numbers of subjects were chosen randomly. The final sample size consisted of 440 Post Graduates (210 females and 230 males) and 210 Research Scholars (110 females and 100 males) from different departments of Aligarh Muslim University (See Table. A & B).

Table for total no. of students from the selected faculties

<table>
<thead>
<tr>
<th>Groups</th>
<th>Post Graduate</th>
<th>Research Scholar</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Male</td>
<td>Female</td>
</tr>
<tr>
<td>Arts</td>
<td>271</td>
<td>277</td>
</tr>
<tr>
<td>Commerce</td>
<td>144</td>
<td>68</td>
</tr>
<tr>
<td>Law</td>
<td>29</td>
<td>22</td>
</tr>
<tr>
<td>Management</td>
<td>259</td>
<td>76</td>
</tr>
<tr>
<td>Social Science</td>
<td>395</td>
<td>593</td>
</tr>
<tr>
<td>Theology</td>
<td>44</td>
<td>23</td>
</tr>
<tr>
<td>Total</td>
<td>1142</td>
<td>1059</td>
</tr>
</tbody>
</table>

Table. A
Bivariate and multivariate techniques were used to examine knowledge levels about HIV/AIDS among these students. Multivariate logistic regression model was used to examine the effect of different demographic factors with regard to having comprehensive knowledge about HIV/AIDS among students. Different factors used in the regression model were sex, marital status, profession of father and mother and educational level.

**Sample Selection**

The first aspect of sample selection was to decide the population. Senior level students i.e. Post Graduates and Research Scholars had been chosen as the population to be studied right at the time of the conception of the study, as these were among the highest in terms of education of the students studying and their level of understanding was also considered to be high. The selection of students from different faculties is based on the fact that science students must have already be having a good knowledge
of HIV/AIDS. Thus students belonging to faculty of medicine, engineering and agriculture science as well as faculty of science and life science were not included. A.M.U comprises of faculties namely Agricultural Sciences, Arts, Commerce, Engineering & Technology, Law, Life Sciences, Management Studies &Research, Medicine, Science, Social Sciences, Theology and Unani Medicine. The faculties chosen for this study are Arts, Social Sciences, Commerce, Management, Theology and Law (See Table. A).

Since the study area and type of sample population had already been decided, a multi stage sampling procedure was used to select the sample for this study. Before deciding on the suitable sampling technique the following points were considered.

1. **Cost versus value:** The sample should produce the greatest value for the least investment. Since the cost of a very large sample would be too high in relation to the type of quality of information collected, a suitable sample of 650 was considered sufficient to meet the statistical requirements of the study. The findings of this research would not be used at once for generalisation to the population, causal analysis was not conducted.

2. **Amount of error allowed.** The primary data collected by researcher, has been entered into the MS Office Word 2010 by the researcher himself at the cost of a lot of time and effort. This has ensured uniformity, consistency and least possible error in data entry.

**Selection procedure for the study area and for sample:**

The subjects here were selected on the basis of specific characteristics or qualities. The Post Graduate and Research Scholars students had to be from the specific faculties selected for the survey. This would automatically eliminate students in the rest of the A.M.U. A multi stage sampling procedure was designed.
Multi Stage sampling

First Stage: Random selection of Department from Faculties

Here the sample had to represent a specific population of Post Graduates and Research Scholars. A list of departments from each faculty selected was drawn and departments were picked randomly from each faculty.

Second Stage: Random selection

Since the age group of the students had to be between 21 to 30 there was no difficulty in selecting the departments for the study. Faculties like Commerce, Law, Management and Theology does not have separate departments and then the faculty itself is equivalent to a department. However, the problem arose with regard to the selection of the departments in faculties like Arts and Social Sciences which have large number of departments. Following departments of Arts faculty were Arabic, English, Fine Arts, Hindi, Linguistics, Modern Indian Languages, Persian, Philosophy, Sanskrit, and Urdu. The departments selected from Arts faculty are Hindi, English, Urdu, Arabic, Persian, Linguistics and Modern Indian Languages. The faculty of Social Science comprises of West Asian Studies, Economics, Education, History, Islamic Studies, Mass Communication, Library and Information Sciences, Psychology, Physical Education, Political Science, Sociology, Social Work. The departments selected from Social Science are History, Sociology, Political Science, Economics, Psychology, Mass Communication, Islamic Studies and Education is selected. The samples from each P.G’s group were selected on the basis of class enrolment. Post Graduate and Research Scholars were collected from the selected faculties relating to randomly selected department. There was no particular order for students from the various departments in each faculty. This procedure was followed in all the departments that formed the population.
No. of respondents from Department’s of Arts faculty

<table>
<thead>
<tr>
<th>Groups</th>
<th>Post Graduate</th>
<th>Research Scholar</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Male</td>
<td>Female</td>
</tr>
<tr>
<td>Hindi</td>
<td>8</td>
<td>6</td>
</tr>
<tr>
<td>English</td>
<td>12</td>
<td>11</td>
</tr>
<tr>
<td>Urdu</td>
<td>11</td>
<td>12</td>
</tr>
<tr>
<td>Arabic</td>
<td>9</td>
<td>10</td>
</tr>
<tr>
<td>Persian</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>Linguistics</td>
<td>5</td>
<td>7</td>
</tr>
<tr>
<td>Modern Indian</td>
<td>3</td>
<td>2</td>
</tr>
</tbody>
</table>

Table. C

No. of respondents from Department’s of Social Science faculty

<table>
<thead>
<tr>
<th>Groups</th>
<th>Post Graduate</th>
<th>Research Scholar</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Male</td>
<td>Female</td>
</tr>
<tr>
<td>Economics</td>
<td>10</td>
<td>11</td>
</tr>
<tr>
<td>History</td>
<td>14</td>
<td>21</td>
</tr>
<tr>
<td>Islamic Studies</td>
<td>16</td>
<td>13</td>
</tr>
<tr>
<td>Political Science</td>
<td>15</td>
<td>20</td>
</tr>
<tr>
<td>Psychology</td>
<td>9</td>
<td>18</td>
</tr>
<tr>
<td>Mass Comm.</td>
<td>8</td>
<td>16</td>
</tr>
<tr>
<td>Education</td>
<td>7</td>
<td>18</td>
</tr>
</tbody>
</table>

Table. D

Sample size

The primary consideration in determining the sample size is the methodology to be used. Since, here a survey methodology was being used and a large sample size had to be chosen. A sample size of 650 was considered appropriate. On visiting faculties, where the survey would finally be conducted the researcher found that 20% of the population
would be adequately representative. Thus, finally a sample size of 650 questionnaires was drawn.

**Research Tool**

A close ended questionnaire was chosen as the tool for this quantitative survey. The respondents were asked to select an answer from a list provided by the researcher. This helped in the final analysis as the responses could be easily quantified.

**Pilot Study**

A pilot study was conducted amongst 70 students in order to test the tool. The questionnaire was improved as per the result of the pilot study. The main concern here was to check whether the terminology used by the researcher was also the one used by males and females. They helped the researcher in the language and proper phrasing of the questions so that they would be understood by the respondents. As per the result of the pilot study, some questions had to be deleted, some had to be changed, and some had to be rewritten to suit the language of the respondents.

**Length of the questionnaire**

Although the researcher was interested in keeping the questionnaire short because of the short attention span of the target group, it was not possible because all questions that covered the topic under investigation had to be asked. Since the survey was conducted in an informal setting, and an environment in which the respondent was given enough time to think and answer freely, it was not a problem to get the respondents to completely answer all the questions. Since the researcher had taken some of their time, the students loved the distraction from regular study and were very interested in answering the questions. Thus
the size of the questionnaire did not prove to be a hurdle in getting adequate response.

**Questionnaire Design**

**Introduction**

The legitimacy of the survey and the secrecy maintained helped the respondents to trust the researcher and answer all the questions unhesitatingly.

**Instructions**

The respondents were orally instructed by the researcher to only tick the desired option in the corresponding boxes. The students were quick to understand the procedure and followed the instructions very carefully.

**Order of questions**

The questionnaire was clearly divided into four different sections.

**The Demographic Profile**

Under this section the respondents were asked questions about their age, sex, class in which they are studying, the profession of their parents and their marital status. These questions led to a clear picture of the type of respondent.

**The Mass Media Profile**

Under this section questions were asked about the kinds of media which the respondent finds most effective and he/she reaches out to for entertainment and general awareness. This section had questions on the sources of AIDS information for the first time and comparative differences between HIV and AIDS.

**The HIV/AIDS awareness profile**

In this section questions related to the kind of awareness level that the respondents have knowledge about how HIV/AIDS can be spread from one person to the other were asked.
Knowledge of AIDS

This section was only to find out the respondent's knowledge about AIDS. The questions were asked about specific topics related to AIDS. One question was asked in which the respondents were asked to mention their age when they first heard about HIV/AIDS.

A total of 13 questions were asked where question no. 8 has been divided into 9 parts in order from A to I. The respondents took 15-20 minutes to complete the questionnaire.

Inferential Analysis

For this study following will be null and working hypotheses:

\[ H_1 \] Radio and TV among the mass media are the best sources of information regarding the HIV/AIDS

\[ H_0 \] Radio and TV give equal amount of information as other mass media resources for HIV/AIDS

\[ H_2 \] Level of awareness about HIV/AIDS is more in case of males as compared to females.

\[ H_0 \] Level of awareness about HIV/AIDS is equal in case of male and female students.

Following research questions are also formulated in order to find out the important aspects related to the role of media in generating HIV/AIDS awareness in India:

1. What is the source of first information about HIV/AIDS in case of male students and why?
2. What is the source of first information about HIV/AIDS in case of female students and why?
3. Which medium gave the best information about HIV/AIDS in case of male students?
4. Which medium gave the best information about HIV/AIDS in case of female students?
5. Which among the preferred mass media is most reliable for information regarding HIV/AIDS?

In order to test the hypotheses Chi square ($X^2$) test will be done.

Chi square is defined as the difference between observed data and the expected frequencies will be applied. Chi square values for large tables and for small tables are different.

The chi square value is compared to the size of the table in the study. The calculation for the size of the table is referred as Degree of Freedom (df) of the table. It is computed as per the following formula:

$$Df = (\text{no. of rows } -1) \times (\text{no. of columns } - 1)$$

In order to find whether the chi square value is more or less than the critical value - the data is analysed using the above formula to reflect true significance level in the chi square tables.

Thus, if the value of chi square is less than the critical value one cannot reject the null hypottheses. If the value of chi square is greater than or equal to the critical value, the null hypothesis is being rejected. It can be summarised thus:

$$\sum \frac{(O - E)^2}{E}$$

Where $O$ = observed value

$E$ = expected value

This statistical methodology has been used to make inferences about the data as well as to support or reject the null hypothesis.

**Overview of the present study**

The area of the study makes an insight into both the avenues i.e. use of mass media and HIV/AIDS awareness. Through this work an effort has been made to relate between two areas of study, which are being
interrelated, the use of media and its efforts to curb it. As for HIV/AIDS it has transcended all geographical boundaries especially among young people who are sexually active and do not have any accurate information about reproductive health.

Mass communication can best serve in this process, if it is treated as a science, art and indeed a subject matter. Mass media as the general populace think is more than editing or reporting. Now the mass media is taking the role of educator and this study also tries this aspect. It can be beneficial for all those ill-informed people who are at greater risk of having caught in the web of unclaimed hazards of the disease.

**Scope and limitations of the study**

This research study gives relevant information about the seriousness of HIV/AIDS situation in India. The statistical analysis and review of HIV/AIDS awareness in India provides an insight into the quality and measuring of media awareness about HIV/AIDS. The mass media activities help us in designing future course of interventions in HIV/AIDS in India. 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.

The information derived from the media about HIV/AIDS awareness is very useful not only for further study in this area but for better understanding the level of knowledge of the youth.

The comparison drawn between males and females of Post Graduation and Research Scholars gives the work a 2 dimensional view. This research work can be used for future research, as all the data is available with researcher in hard and soft formats. Only the data which is pertinent to the objectives of this study was used by the researcher.
This research work is the original study of one person. A survey was conducted with help of 650 questionnaires by using appropriate methods which enhances the usefulness of the research. Statistical tools of means and percentages have been used to show the data. There is enough of scope of limitations of the study. No study can be absolute in nature.

Limitations of the study

• The survey is largely dependent on sampling technique.
• Review of analytical study may have not covered some topics regarding HIV/AIDS awareness.

Suggestions for further research

• A specific mass media like TV, radio or newspaper can be taken for a content analysis to understand more about the perceptions of the targeted population.
• The electronic media can be analysed through recording the views of the respondents involving modern equipment to make it more viable for analytical study.
• A specific research can also be done on the role of outdoor advertising like banners, hoardings, pamphlets etc. in HIV/AIDS awareness.
• Some research work can also be done in vernacular press by content analysis of messages and news stories about HIV/AIDS.
• Questionnaires in multi lingual format can be added for survey research for better understanding of the respondent.

Organization of the thesis

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

1. Review of Literature
2. Chapter 1: HIV/AIDS awareness: An overview
The division of the thesis in the above sections chapters is briefly described here:

**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 thrown 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 chapters and 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.