The endeavour of this study has been to investigate the role mass media is playing in educating and making people, especially youth aware about HIV/AIDS. Mass Media can be best serve in the process of change, if it is treated as science, art and indeed as subject matter. Whatever the theory or strategy, mass media or communication is an integral part of any attempt at development. Development can not be measured in terms of economic growth alone. Social, political, cultural, growth is imperative for overall development. Health and family welfare are an integral part of development programmes, but the use of mass media has not succeeded in persuading people to adopt certain measures. The main factors identified are paucity of resources, vastness of Indian traditional ethos, low education and literacy profile, diversity of languages and dialects, back of coordination between communicators and policy planners and the overall resistance to change. In a country like India where the population is more than a billion, where the infrastructure is lacking, more than seventy percent of people living in villages, creating health awareness, is a challenge, and if its a issue which is less talked and discussed like HIV/AIDS.

Among the many health problems, HIV/AIDS is a threat issue for every Northeastern states. In this seven sister states, every sake has its own language and sub languages, different culture, tradition and values. Taking into consideration all their aspects, only the mass approach of communication has been studied. This media reaches a large audience in a short time. Uniformity in message is maintained. Mass Media can create environment, where messages can be delivered swiftly, it can change the behaviour of people

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towards a particular health disease or any problem.

Very few research studies have been so far conducted on HIV/AIDS and mass media awareness in these two towns.

Thus, the Chapter I of the this research paper discusses the problem, the framework of the study, including the techniques which are used for collecting data for the study. Chapter II discusses the present scenario of HIV/AIDS in India and northeast, includes some facts and figures, and the stories of the trauma and discrimination.

The Chapter III of the study covers the description of the study area. The Chapter IV, V and VI of the study presents the demographic profile of the respondents, their exposure to the mass media, and their HIV/AIDS awareness which is included in Chapter VI respectively.

The Chapter IV, V and VI of the study present an account of data analysis and presentation regarding the problem posed and objectives set in the study which primarily deals with, whether mass media and its exposure playing any role in creating awareness among these college students in Aizawl and Silchar to were. Thus, the findings and the trend drawn out of the analysis in the chapter IV to VI respectively are being presented and discussed further in this chapter.

After analysing the Chapter IV, which discuss mainly the demographic profile of the respondents in both the towns, reveal that most of the students in common have educated parents, which further support the data that most of the parents are government job holders. Most of the respondents from both the towns are belong to the upper media in came group. Silchar, in
comparison with Aizawl more or less still believe in traditional values, have
some of the respondents belong to the joint families, Aizawl, where the society
mostly follows western culture, which reflects in their structure and type of
family, all the respondents have neutral families.

The important findings of the Chapter IV further supports the data
which are revealed from the next Chapter (Chapter V). the life style of the
people in Aizawl and Silchar are very different which further reflects on their
differences of selecting and accessing mass media.

Newspaper, both subscription readership of newspaper is high among
the college students in Aizawl. Yet it is very high in Silchar, language
newspapers are found to have more readership in both the towns. All members
claimed to read newspaper everyday, but the time spend in reading the
newspapers in both the towns is less than a hour by most of the respondents,
current affairs, entertainment sports, are mostly read by male respondents as
very high readership is observed among the female respondents in Silchar
who reads zodiac signs.

Radio listening is found to be very low in both the towns. In Aizawl
the respondents who reported to listen to Radio, mostly listen to songs, as
FM is available in this town. In Silchar 4 percent male and 5.33 percent female
who listen to Radio, mostly listen local news. Television viewing is quite
high in Aizawl, all the respondents reported to watch television, most of them
claimed to watch one two hours daily. In Silchar, all the respondents watch
Television, as most of them watch more than two hours daily. Feature films,
movie on MTV/VTB are mostly watched by the respondents. If we compare
the level of viewership, Silchar is having very high viewing, compare to Aizawl students. Cinema viewing in cinema halls is not much popular among these young stars. In Aizawl only some of the male reported to visit cinema halls occasionally, female they totally refused to visit local cinema halls. Aizawl being the capital of Mizoram can be sited as economically a very sound town, though the poor condition of local cinema halls might be one of the cause, why very less number of people visit cinema halls. In Silchar, again visiting cinema halls is not a very common practice, though most of the respondents made it clear that they visit cinema halls occasionally. Lack of visiting cinema halls does not prove that cinema / films or movies are not watched by these students, all the respondent informed that they watch movies, films etc. mostly on VCD/DVD’s etc. the number films watched by them is also very high, most of them watch films on VCD/DVD, more than twice or thrice in a month. The Male respondent’ Men have some particular choice of movies, like, action, comedy etc. female they mostly watch all types of movies.

Internet accessing is more high in Aizawl, in comparison to Silchar (in Aizawl most of the respondents (male and female) access internet more than thrice in a week, whereas in Silchar most of the male access internet twice in a week, and female mostly once in a week.

The findings of Chapter V, has further supported the data which were revealed after the detailed analysis of Chapter VI.

Most of the respondents in both the towns have come access same of the health related messages, and further agreed that these messages helped them to change their attitude towards the particular disease. But when it comes
to recalling the messages in newspaper and television which are most commonly access by the most number of respondents in both the towns, it is found that more students of Silchar can recall the messages in newspaper and television comparatively to Aizawl. Aizawl itself is the home of more than thousand HIV/AIDS positive people and one of the states where literacy rate is very high, surprisingly the level of AIDS awareness is found to medium to high in general.

It is observed that most number of students in Aizawl, found to have less knowledge in answering different categories of questions. Comparatively, in Silchar most of the students (are found to be knowledgeable as most of the questions correctly which were related to general awareness of HIV AIDS and the various means of transmission of HIV/AIDS in a human body. To understand and measure the AIDS awareness level of the respondents some more questions were added the AIDS awareness category. Here most of the respondents in Aizawl are found to be afraid of the deadly disease. Whereas, in Silchar, people are less afraid of getting the disease. Most of the people heard about sexually transmitted diseases, as most them know the purpose and usage of condom. Majority of the youth from both the places, considered condom as a contraceptive, rather than a preventive measure of HIV/AIDS. Thus, it means that they are aware about te common function of this contraceptive.

The students of both the towns have discussed AIDS/Sex in the colleges mostly with their friends. In Aizawl most of the students have informed to attend workshop / seminar or lecture on HIV/AIDS, though half of them are
eager to attend further programme related to AIDS.

Most students in Silchar have never attended any Seminar, Workshop or lecturer regarding AIDS awareness but most of them are keen to attend a programme related to AIDS.

Most preferred source of information regarding AIDS is Medical professionals according to male students in Aizawl, yet most of the female respondents said teachers would be the most preferred source of information. In Silchar, television is mentioned as the most preferred source of information regarding HIV / AIDS, by the male students, though the female respondents, are not agree not with their counterparts, they want to get further information about HIV/AIDS from the qualified medical professionals.

Thus, after analysing the level of mass media exposure and AIDS awareness, it is found that the level of awareness is high among respondents’ in Silchar comparatively to the respondents in Aizawl.

The general objective of the study was to review the role of mass media in AIDS prevention and control by assessing the AIDS awareness levels and mass media exposure amongst the target group of college going youth. With the help of survey the objectives have been fulfilled. The media habit and exposure of the target group and the AIDS Awareness level has been discovered and the relationship among various variables has been deducted. The specific objectives of the study has been fulfilled with the detailed study of the social background and the knowledge of the respondents regarding the factors associated with the disease.

The study is successful in finding out what is the most suitable medium
and method for AIDS awareness messages for the target group of college going youth.

In VII, correlations were drawn between different variables to find out the relationship between social background and mass media exposures, social background and the level AIDS awareness and media exposure and the level of AIDS awareness.

AIDS Awareness is directly related to the media exposure and literacy level, this hypothesis in rejected in Aizawl.

The scenario we observed in Aizawl is totally different. Overall high media exposure in Aizawl is 56.6 per cent, and overall high AIDS Awareness is 76.6 per cent. The conclusion that is drown from the correlation studies of various factors are as followes....

1. Media Exposure is not related to Social Background, even high level of exposure is observed among those whose parents are below matric level of education, and in few cases low media exposure is observed where the parents are well educated.

2. Again it is observed that, AIDS awareness is also not at all related to Social Background. The high to very high level of awareness is observed among those whose parents have low level of education and occupation.

3. AIDS Awareness is again found to have no relation with the Media Exposure. People with low level of media exposure found to have high to very high level of AIDS awareness. It is to be noted here that people with high media exposure also found to have low AIDS Awareness.

This unusual scenario encourages discussion. After looking in to
various factors we can assume that the societal structure and life style of the people of this zone are affecting the level of media exposure and AIDS awareness. Sex is no more a hidden matter in Aizawl, the followers of western culture, premarital sex is common in Aizawl. They are exposed to the various information since when they are in school level, may be because of that mass media in this stage have not been successful in informing the youth. Interpersonal communication seems to be more successful in informing people of the locality. Some other institutional factors might be the cause of this difference.

In Silchar majority of the respondents’ are found to be fully informed about the disease, whereas people are found to have high awareness level. It was found that the students with educated parents, particularly educated mothers are more aware about the disease.

Factors associated with high level awareness in Silchar
Good media Exposure + Educated Parents = High Level of Awareness

Factors associated with low level awareness in Silchar
Limited media Exposure + Educated Parents = Low Level of Awareness

It is very clear in case of Silchar, mass media is playing a very adequate role in informing Silcharites. Being a hub of South Assam, this zone is very much exposed to the other states of the country, where it is important to find out the awareness of the youth about the deadly disease, as reports are coming that Silchar is also sitting on a ticking AIDS bomb (149 people reported to have full blown AIDS, (report- Nibedita nari Sanstha : PTI).

Majority of the respondents’ (78 per cent) have High level of AIDS
awareness, as most of the information they gathered from the mass media, as 60 per cent of the respondents’ are found to have high mass media exposure. The societal structure of Silchar is as such where people till date do not usually talk about sex and the issues related to it, mass media help them to gather the knowledge regarding the matters which are less talked in the town. Even in case of their preference to gather knowledge regarding the AIDS awareness, majority of the respondents’ preferred Television as the most preferred source of information for HIV/AIDS followed by Newspaper.