ROLE OF MASS MEDIA TO CREATE AWARENESS ON HIV/AIDS

(A Case study of Panga, Kirtipur)

A DISSERTATION SUBMITTED TO THE CENTRAL DEPARTMENT OF SOCIOLOGY FACULTY OF HUMANITIES AND SOCIAL SCIENCES TRIBHUVAN UNIVERSITY IN THE PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE MASTER DEGREE IN SOCIOLOGY Kirtipur, Kathmandu 2010

SUBMITTED BY KRISHNA GODAR ROLL NO: 360 2062-2064

Recommendation Letter

The dissertation work entitled "Role of Mass Media to Create Awareness on HIV/AIDS, a case study of Panga, Kirtipur" by Krishna Godar was prepared under my supervision for the partial fulfillment of the requirement of the Mater of Art in Sociology. To the best of my knowledge, the study is original, primary data based and investigates useful information about the concerned topic.

I forward this document to dissertation committee for evaluation and acceptance.

Jiban Mani Poudel
Supervisor
Central Department of Sociology/Anthropology
T.U,Kirtipur

TRIBHUVAN UNIVERSITY CENTRAL DEPARTMENT OF SOCIOLOGY/ ANTHROPOLOGY

KIRTIPUR, KATHMANDU, NEPAL

ACCEPTANCE LETTER

ACCEI IMICE EEI IEK				
_	"Role of Mass Media to Create			
Awareness on HIV/AIDS, A Ca	ase Study of Panga, Kirtipur" by			
krishna Godar has been accept requirement for the Master Degree of	ed as a partial fulfillment of the of Arts in Sociology.			
Dissertation Committee:				
Head of the Department	Prof. Dr. OM Gurung			
External	Madhusudan Subedi Lecturer			
Supervisor	Mr. Jiban Mani Paudel Lecturer			

Date:

ACKNOWLEDGEMENT

This thesis work entitled "Role of Mass Media to Create Awareness on HIIV/AIDS (A Case study of Panga, Kirtipur)" has been written in partial fulfillment of the Requirement for the Degree of Sociology.

This thesis has been completed with the help of many individuals. I am indebted to Mr. Jiban Mani Poudel, Lecturer of Tribhuvan University for his valuable supervision and encouragement in completion of this dissertation. I am grateful to Mr. Om Gurung, Head of the Department of the Sociology of Tribhuvan University for his valuable cooperation and suggestions.

Finally, I am grateful to all friends of my batch as well as all my senior and junior brothers and sisters for their feedback, inputs and constructive criticism which have helped me to complete this dissertation.

Krishna Godar

Table of Contents

	Page No
Recommendation Letter	
Approval Letter	
Acknowledgement	
List of Agranges and Abbraviation	
List of Acronyms and Abbreviation	
1. Introduction	1-4
1.1 General Background	1
1.2 Statement of the problem	1
1.3 Objectives	2
1.4 Significance of the Study	3
1.5 Organization of the Study	3
1.6 Conceptual Framework	3
2. Literature Review	5-11
2.1 History of Mass Media: An Overview	5
2.2 HIV/AIDS in Nepal	6
2.3 Role of Mass Media to Create Awareness on HIV/AIDS	7
3. Research Methodology	12-15
3.1 Selection Of Study Area	12
3.2 Research Design	12
3.3 Sampling Design	13
3.4 Nature and Source of Data	13
3.5 Tools and Techniques of Data Collection	13
3.6 Data Analysis and Interpretation	15
3.7 Limitation of the Study	15

4. Study Area and Its Demographic Characteristics	16-20
4.1 Study Area	16
4.2 Demographic Characteristics and Social/Cultural Factors of	
the Respondents	16
5. Knowledge on HIV/AIDS and Role of Mass Media	21-43
5.1 Level of Knowledge on HIV/AIDS	21-27
5.1.1 Specific Knowledge on HIV/AIDS	21
5.1.2 Level of Knowledge by Sex	22
5.1.3 Relationship between Knowledge on HIV/AIDS and Age-Group of the Respondents	23
5.1.4 Knowledge on Modes of Transmission	24
5.1.5 Relationship between Knowledge on Modes of Transmission	25
and Age-Group	
5.1.6 Relationship between Knowledge on Modes of Transmission	26
and Educational Status	
5.2 Knowledge on Means of Prevention of HIV/AIDS	27-32
5.2.1 Knowledge About Condom	28
5.2.2 Specific Knowledge About Condom	29
5.2.3 Knowledge on condom and its use based on educational status of respondents	30
5.2.4 Knowledge about condom depending upon variation in the	31
age of respondents	
5.3 Role of Mass Media on HIV/AIDS Awareness	32-42
5.3.1 Access to various mass-media at home	33
5.3.2 Time Spend on Mass Media	34
5.3.3 Time Spend on Mass Media and HIV/AIDS Awareness	35
5.3.4 Caste and Religion	37

5.4 Mass Media in Action	39
5.5 Case Studies	41
6. Conclusions, Findings and Recommendations	44-48
6.1 Summary of Findings	44
6.2 Conclusion	48
6.3 Recommendation for Further Studies	49

REFERENCES

APPENDICES

ANNEX 1: QUESTIONNAIRE

List of Tables

Table No	Title	Page No
Study Area aı	nd Its Demographic Characteristic	es
1. Age/Sex of Re	espondents	18
2. Educational St	tatus of Respondents	19
3. Religion of Re	espondents	19
4. Family Structu	ire	20
5. Respondents b	y Caste	21
Knowledge or	n HIV/AIDS and Role of Mass Me	dia
6. Specific Know	ledge on HIV/AIDS of study population	23
7. Level of know	vledge on Difference between HIV/AIDS	24
by sex		
8. Knowledge or	n HIV/AIDS of respondents based	25
on age-group		
9. Knowledge or	n modes of transmission among	26
study populat	tion	
10. Relationship	between knowledge on mode	27
of transmissi	on and age-group	
11. Knowledge on	modes of transmission based on	28
educational st	atus	
12. Knowledge abo	out condom among study population	30
13. Specific knowl	edge about condom	30
14. Knowledge on	condom and its use based on	31
educational sta	atus	
15. Knowledge on	condom based on age group of	32
study populat	~ ~ ·	
16. Access of resp	ondents to various mass-media	34
17. Time spent on	mass-media	35
18. Time spent on a	mass-media and corresponding	37
Knowledge on	HIV/AIDS	

List of Acronyms and Abbreviations

AIDS Acquired Immune Deficiency Syndrome

HIV Human Immunodeficiency Virus

FM Frequency Modulation

NGO Non-Governmental Organization

TU Tribhuwan University

TV Television