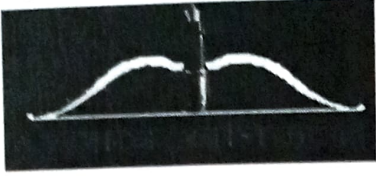


वर्ष 3, अंक-12 अक्टूबर-दिसंबर, 2017 ISSN : 2394-0654

# शोध खनिज

त्रैमासिक शोध पत्रिका

संपादक- डॉ. अमृत कुमार



## इस अंक में

त्रैमासिक शोध पत्रिका

अक्टूबर-दिसंबर, 2017

संपादक

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मंदिर वाली गली, संत नगर, बुरारी,  
दिल्ली, 110084

मूल्य : 100 रुपये, वार्षिक 400 रुपये

सभी पद अवैतनिक और अव्यावसायिक हैं। शोध खनिज में प्रकाशित लेखकों के विचार से संपादकीय सहमति अनिवार्य नहीं है। सभी कानूनी मामले दिल्ली न्यायालय के अधीन होंगे।

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## Role of television in dispelling gender inequalities, stigma and discrimination against People Living with HIV/AIDS

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### Abstract

*Today, mass media in all its form i.e. Newspaper, Radio, Television and Cinema play very important role in preventing spread of HIV/AIDS through transmitting HIV/AIDS related prevention messages and influencing masses towards safe sexual behaviour. It can also be helpful in reducing gender inequalities, violence, stigma and discrimination against female People Living with HIV/AIDS (PLHAs). The research study also examines role of television in reducing HIV/AIDS-related gender bias, stigma and discrimination violence pertaining to female PLHAs. It also examines and discusses the awareness level of the masses about transmission and prevention of HIV/AIDS. An attempt has also been made to understand discriminatory attitudes and behaviour of masses towards PLHAs and the role of television in educating people about transmission, prevention of HIV/AIDS and dispelling myth and misconceptions about HIV/AIDS transmission and PLHAs. In this regard, a triangulation approach was followed for this study because it involved a sensitive subject. The triangulation approach has been defined as the use of two or more than two methods of data collection in the study of some aspects of human behaviour. Three Focus Group Discussions (FGDs) and survey were conducted. The FGDs were – FGD with health staff dealing with PLHAs, Community members where PLHAs reside, PLHAs and their family members. The research area of the study was Lucknow and 400 interview schedules were conducted. Furthermore, the research process also involves examination of information aired by mass media sources. It was found that there existed gender bias in relation to HIV/AIDS and PLHAs. People discriminated PLHAs due to fear of HIV infection.*