

**HEALTH COMMUNICATION: THE ROLE OF THE MEDIA IN
REDUCING THE RATE OF HIV/AIDS SPREAD IN
HIGHER INSTITUTIONS OF LEARNING:
The case study of Makerere University, Kampala, Uganda**

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**A DISSERTATION SUBMITTED TO THE FACULTY OF SOCIAL
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Declaration

I declare that this dissertation is my original/personal research work and that this work has never been presented for the award of any Degree at any University.

Signature

Date:

.....

..01.09.08.....

GITAU ESTHER NJOKI

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Approval

This dissertation has been submitted to me for supervision as the
University supervisor.

Signature:

Date:

A handwritten signature in blue ink, appearing to be 'Prof. Ongodia', written over a dotted line.

01.09.2028

PROF. ONGODIA

Dedication

I dedicate this dissertation to my entire family members, friends and most especially to my Dad and Mum for their tireless effort to see me at school and their financial help to complete this research work.

Acknowledgement

I acknowledge my Father Mr. Edward Gitau, my Mother Mrs Agnes Gitau, my Brothers, Francis and Ndun'gu. I give sincere thanks to my parents for all their efforts to pay my school fees. In addition, I also acknowledge my friends like, Janneth Krimbai, Richard Watenyera, Malava Geoffrey, Francis Alquin, Robert Zephaniah, pr. Geoffrey Ochwo among others.

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CHAPTER ONE

.1 INTRODUCTION

This research is about the role of the media in reducing the rate of HIV/AIDS in higher institutions of learning, case study Makerere University, Kampala (Uganda). There is an undeniable challenge of dealing with the increasing numbers of AIDS sufferers worldwide with nearly half of these being women. According to a synopsis of domestic violence, HIV/AIDS and Young women by Centre for Domestic Violence Prevention (2005/2006), around 6,500 Africans are estimated to die everyday from AIDS.

Sub-Saharan Africa by far is the worst affected region in the world. 24.5 million people are infected with HIV/AIDS which constitutes about 63% of the world's total of people living with HIV/AIDS. Key among the roles in the reduction effort of HIV/AIDS is improved, efficient and effective communication at all levels and access to correct, relevant and timely information as well as appropriate care and treatment and support services that are applicable.

2 Background to the problem

Globally, new HIV infections are happening more in women and girls according to the Human Rights Watch (2003), *Just Die Quietly: Domestic Violence and Women's vulnerability to HIV in Uganda*. According to Uganda AIDS Commission, HIV prevalence varies between males (5.2%) and females (7.3%) and this has been rising over the last three years. Out of one million adults living with AIDS (ages 15-49) 20,000 are women, more than half the total number.

The Uganda HIV Sero Behavioral Survey (2004/5) reveals that the national HIV prevalence is 7% of which 8.5% affects people between the age of 15-59 years instituted mostly by the youth. The statistics above further illustrate how HIV/AIDS is ravaging the youth mainly of who are in university.

around half of people who acquire HIV become infected before they turn 25 and typically die of AIDS before their 35th birthday. Half of the new infections worldwide are among young people between ages 15-24. Everyday, 6,000 young people become infected with HIV more than 5 every minute.

These statistics present one very clear fact that HIV/ AIDS is strongly becoming a disease of the youth in society.

The media in this case has therefore a vital role of informing and equipping individuals with the necessary information about HIV/AIDS, its spread, prevention and other information. In addition, the topic on ARVs is a necessary one apart from educating people about HIV/AIDS.

1.3 Statement of the problem

The problem of HIV/AIDS in higher institutions of learning has been fueled by among other things, peer pressure among the youth, access to pornographic material from the internet or other areas including the fact that the spirit of curiosity in the issue of sex has undermined the media's effort.

This research first aims at assessing the role of the media in Uganda in its effort to inform individuals and specifically the youth in higher institutions of learning about HIV/AIDS and assessing how successful the media has been in this role.

Secondly, it will assess the content the media offers students in higher institutions of learning about HIV/AIDS and the source of the information and to assess whether this information is useful to the university students.

Lastly, the study intends to put forward probable steps, measures and commendations that could help alleviate some of the challenges facing the media in order to be vibrant and execute its duties exclusively.

4 Purpose of the Study.

4.1 General Objective/Broad Objective

o assess the role of the media in reducing the role of HIV/AIDS spread in higher institutions of learning.

4.2 Specific objectives

- To examine how the media has informed the youth about HIV/AIDS.
- To determine the reasons for the increasing HIV/AIDS spread among students in gher institutions of learning in Makerere University, Kampala-Uganda
- To assess the HIV/AIDS media content relevant in the media’s effort in ying to reduce the spread of HIV/AIDS in higher institutions of learning.
- To assess the relevance of HIV/AIDS media content to the youth.

4.3 Research questions

1. What are the challenges facing the media in its effort to inform the youth about HIV/AIDS?
2. What challenges do the youth face in the fight against HIV/AIDS in Kampala’s higher institutions of learning and specifically Makerere University?
3. What impact will be experienced if nothing is done in reducing the spread of HIV/AIDS in higher institutions of learning?
4. What HIV content do the media send out targeting university students?

4.4 Research hypothesis

The media plays a pivotal role in reducing the spread of HIV/AIDS. It is therefore very important that I have to develop the following hypothesis:-

H1: Knowledge about HIV/AIDS can help individuals know about its spread and prevention.

H0: Knowledge about HIV/AIDS cannot help individuals know about its spread and revention.

5 Significance of the study

It is worthwhile to do this study so that the media houses as well as journalists attached to the particular media houses know the information gap existing between them and their respective audiences and how it can be reduced. The study will also enrich people's minds about HIV/AIDS spread; prevention, drugs that can be used and the way forward for both affected and infected individuals. The information and data from the study may be useful to other organizations which may be considering pursuing further research about HIV/AIDS. The study will also form a foundation for other researchers who would like to pursue or study the same topic further.

6 Scope of the study

This study will be conducted among the students of Makerere University of Kampala, Uganda. The university is in Kampala District. The study will be limited to the indicated area because this is where the researcher can get relevant information about what the role of the media has been in trying to reduce the spread of HIV/AIDS in higher institutions of learning.

In short, Kampala District and especially Makerere University has been chosen due to the fact that a large number of people are literate and exposed more to the issue of HIV/AIDS. One hundred (500) respondents will be chosen to participate in the study purposely and randomly. The females will be 300 in number while the males will be 200 and both will be between 23 to 30 years of age.

LITERATURE REVIEW

1.0 Introduction

Providing focused HIV/AIDS education continues to be a relevant issue in Uganda's continued fight against HIV/AIDS. Radio and TV talks have continued to be a very instrumental approach to reaching the public with HIV/AIDS and more so the youth like the information provided by the media with a lot of credibility and thus tend to trust what they get from the media.

Most Ugandans have access to FM radios that are broadcasting in several areas of the country. The HIV/AIDS epidemic is still a big threat to humanity as medical research one so far has not come up with definite measures on how to contain it. HIV/AIDS has transcended borders and affects people irrespective of age, sex or status. In the sub-Saharan region, Uganda accounts for a big share of the HIV/AIDS cases. The first documented AIDS cases were identified in Rakai District in 1982 but this rapidly spread to other parts of the country. In a Report to Parliament by the then Minister of Health- Dr. Crispus Kiyonga, the cumulative figure of HIV positive people stood at 1.9 million (New Vision. Nov.17. 1998) However, most of these cases were not reported to the 20 Surveillance Units geographically distributed around the country including major hospitals, antenatal and STD clinics during the time.

The HIV/AIDS Surveillance Report of March 1998 by the STD/AIDS Control Program under the Ministry of Health rates the cumulative AIDS cases which had been reported by the Surveillance units at 53,306. Of the adults, 22,445 (46.2%) were males and 31,041 (53.8%) were females. Although the male to female ratio is approximately 1:1, the male to female ratio in the 15-19 age groups is 1:6, with boys making up 12% of the cases and 88% being girls (NADIC Fact Sheet No. 97/001). The main mode of transmission among adults was found to be unprotected sex with an infected partner (Ministry of Home Affairs; Nairobi MOHA: 2004). Residence, mobility and migration patterns have been found to influence HIV prevalence. Migration and mobility may be seasonal where people go to look for work in urban areas or it may be work that involves movements like long distance truck drivers, traders, military and security personnel. Studies have shown that occupational travel is often associated

people's awareness on HIV/AIDS issues. As more people are joining the formal working sector, there is less time for interpersonal or group communication. Increasingly, people are relying more on mass communication or mass media as a source of information for what is happening in their immediate environment and specifically HIV/AIDS.

2 The media landscape in Uganda

2.1 The Print media

Up to 1983 when there was media liberalization, the government - owned newspaper did not have any serious competitor. Although there was no specific legislation barring private news payers, the environment was not conducive for their operation. With media liberalization and a more tolerant government, there are now several publications. There are a few dailies e.g. the government owned New Vision with a circulation of about 35.000 copies and The Monitor, which is privately owned, with a circulation of about 32.000 copies.

Worthy to note is that most of these papers with the widest circulation are in English. There have been attempts at publications in the local languages by the government, but these have not been very successful as the circulation is still mainly within the regional towns and does not penetrate into the rural areas. Because of the low literacy rate of 62% and low educational levels, the newspapers tend to circulate mainly in the urban and Peri-urban areas.

2.2 The Broadcast Media

Although the circulation figures for newspapers are relatively low in Uganda, the print media are influential since government officials, the business community and the urban elite rely on them as an important source of information.

As in other developing countries, the radio is the medium for the mass. Given its wider coverage, the variety of programs and the use of many local languages, Radio Uganda is the major source of information for most people in Uganda.

Although radio access is quite high, it must be pointed out that there are gender differentials and men tend to have more access to the medium. As the media has become a major source of information, there is a tendency for people to discuss what appears in the media, the media have considerable influence in shaping public opinion and people's behavior. Depending on how the media prioritize issues in their coverage, the public is likely to attach the same importance. The media, therefore, have the power to structure issues and to set an agenda for the public to focus on.

In the 1980s when AIDS was first identified, there was a lot of media coverage on it. However, the momentum was not kept up and in the 1990s HIV/AIDS issues no longer got much coverage. Since media focus on those important events or issues in society, it was as if HIV/AIDS was no longer as big a problem like it was in the 1980s.

According to the then Minister of Health, Dr. Kiyonga in a speech delivered on World AIDS Day 1997 in Uganda, although there was evidence of positive development such as high awareness of HIV/AIDS of over 90% with positive sexual behavioral change and significant declining trends in HIV infections, AIDS still remains a major cause of death in Uganda. There is, therefore, need to go beyond the role of HIV/AIDS information dissemination or awareness stage. In Uganda, for example, the Straight Talk has been vibrant in educating the youth about HIV/AIDS and the extent to which it has affected the society. The media can play an influential part as an agent of change so that the knowledge acquired is translated into practice or the desired behavioral change. Thus, there is need to re-examine the whole communication process of the HIV/AIDS messages, if the communication objective (behavioral change to be achieved).

3 Media coverage of HIV/AIDS

The amount of media coverage of HIV/AIDS was found to be quite low in the early 1980s. In relation to the youth in Uganda, it was realized that they needed information during the transition period from adolescence to the adult stage.

In most African societies, it is assumed one should get information on sex matters just before marriage, yet many young people do engage in pre-marital sex without knowing the risks involved. Besides, many parents are shy to give sex education to their children. The media have tried to fill this gap. This has been made known to the audience through talk shows, plays and other ways.

Most of the HIV/AIDS articles in the print came under the category of news stories and others are in features, news analysis, and letters to the editor, photograph / photo features and occasionally as cartoons.

4 Sources of information on HIV/AIDS

For both broadcast and print media, the sources of the articles about HIV/AIDS were mainly: local with

0%), foreign sources, (9%) and international syndicate/feature service accounting for 91%. The major sources of the programs were NGO/United Nations which accounted for 19%, the Ministry of Health with (16%) and government officials with (12%).

A few articles resulting from a reporter's/columnist's initiative reflect the general perception among journalists that AIDS stories no longer sell. In an interview with the then editor of The New Vision Mr. J. B. Wasswa, he said that, except for information on a major breakthrough on AIDS like about possible cures, his paper did not want to dampen People's spirits by over focusing on AIDS. This, for example, could drive away prospective investors to Uganda, if they thought that the potential market would not be realized due to the high AIDS prevalence rates.

Among the NGOs or United Nations Agencies cited as sources were: UNAIDS, NADIC, WHO, STD / ACP, TASO, Philly Lutaya Initiative, PLWAS, UAC, Safe Motherhood and Family Planning. According to a survey conducted by Uganda AIDS Commission, by August 1997, there were 1294 HIV/AIDS programs or projects registered in Uganda.

reporting on HIV/AIDS patients, the individual HIV/AIDS patients were not focused on much. There is a tendency to be pre-occupied with numbers/statistics and neglecting to highlight the needs and problems of the AIDS patients. This gives an impression of the AIDS patients not being worthy of societal concern apart from the fear of spreading the virus to others. Often times HIV/AIDS is associated with immoral behavior like prostitution, drug addiction and alcoholism and AIDS patients are portrayed as social outcasts. Where the individuals are focused on, the images portrayed are negative. Most articles are concerned with HIV/AIDS prevention (40%), HIV/AIDS awareness (24%), HIV/AIDS prevalence (24%), and demographic costs of AIDS (6%). A few talked about the claim to cure AIDS (3%).

5 HIV/AIDS high risk groups

Almost half the articles on HIV/AIDS blame attribution. Most of the blame is put on somebody in particular. Reckless life style had (16%), husbands/men were also cited in 7 articles with (12%), and wives/women in 13 articles with (2%), prostitutes were cited in (3%) of the articles. Although some studies carried out have linked HIV/AIDS to migrations or mobility, this factor raises a number of questions. Truck drivers, immigrants or other ethnic groups were not blamed for HIV/AIDS.

However mention should be made that Rakai town where HIV/AIDS cases were first reported in Uganda, used to be a busy overnight stop for truck drivers. The area has suffered many deaths due to AIDS. For migrant workers, in Kampala and other towns, working men from upcountry areas tend to have two homes, one in the village and one in town, with a wife in each.

In addition, men who travel on official duty or business trips also often engage in sex outside their regular partners. Generally, it is the men who have more than one sexual partner which increases the risks of spreading AIDS. In a NADIC report, it was noted that women continue to be blamed for bringing HIV into a family when their HIV status is identified first, for example, through the illness of a child.

In a national survey by Ankrah et.al, (1993:89) it was found that transient sexual relations increased the risks of the spread of HIV and they noted that casual sex was mainly a feature of higher institutions of learning since no monitoring on the students' personal life is done a phenomenon which permits casual sex.

Like other members of the public, most media practitioners are very much aware of HIV/AIDS and have the ability to communicate these messages well (Weeks; 1985) ex, Politics and Society. It is important for the people who work in the media to be well informed about HIV/AIDS issues and be able to write good articles on the subject in order to communicate effectively and kept informed about health issues, including HIV/AIDS.

However, most of the coverage on HIV/AIDS is done in the urban areas where the organizations involved in HIV/AIDS issues are given little coverage in the Ugandan media. The articles come mainly as news stories, news analysis, feature and letters to the editor.

The sources of this information are mainly local, supplemented by foreign and international syndicate/ feature services. A few articles in the print media find their way to prominent pages -front page, dissemination need to be supplemented by other sources since not all people, particularly in the rural areas, have access to the mass media.

Even for those who have access, the media may be good for giving information due to their capacity to reach many people, simultaneously but if one expects behavioral change, there is need for other channels to be used such as interpersonal/group communication, theatre and posters.

The United Nations Impact on AIDS (2004) states that, in other patriarchal societies, men dominate decisions in the society including those concerning sexual relations. A man's sexual prowess is judged by the number of women and children he has. Even among the elite this attitude persists. One finds many men with more than one sexual

artner. Except for female sex workers, it is very rare for a woman to have more than one sexual partner.

is, therefore, necessary not only to focus on women in the fight against AIDS but also on the men. The case in the family planning campaigns earlier used is a good illustration of the interplay of gender relations. Initially, most programs were targeted at women but there was not much change until, the realization that women alone do not make independent decisions and men also started to be targeted. The same situation pertains to HIV/AIDS communication. For example, on the use of protective measures like condoms, in most cases, the male makes the sexual advances and it could be an insult if a woman suggested to him to use a condom.

The fight against HIV/AIDS needs a multi - disciplinary approach, but above all, there is a need to keep the public informed. The media have a vital role to play, especially radio which is the most accessible medium for the majority. The media houses need to move away from the old approaches to communication which involved mere dissemination of information. With the information explosion where people have multiple sources and channels of information to choose from, information has to be put into context otherwise people may just simply ignore the information if it appears irrelevant to their immediate environment.

For the journalists to properly inform and educate the public, they themselves must be informed first. Government NGOs, United Nations and other external support agencies should keep journalists abreast with any new developments or break through as well as current status of the epidemic. In Uganda, the NADIC of the Uganda AIDS Commission, could serve as the centre for monthly briefings to journalists or to be responsible for sending out press releases. Since editors' claim that HIV/AIDS stories no longer sell, there is need to train journalists to package the HIV/AIDS issues in a way that will make them sell. This can be done in the media training institutions or through seminars/workshops for those already practicing.

6 HIV/AIDS and student impact

tudents in higher institutions of learning have staged campaigns against the spread of HIV/AIDS. For example, the “Go Getters” club in Makerere University has been prominent in this role. The use of Bill Boards with messages concerning cross-generational sex has been a key strategy in the fight against HIV/AIDS in higher institutions of learning.

It is therefore against the above that this research seeks to identify the role the media has played in trying to reduce the spread of HIV/AIDS in higher institutions of learning and specifically Makerere University of Kampala, Uganda.

CHAPTER THREE

METHODOLOGY

1.0 Introduction

This chapter will show how I will carry out the actual research on the topic; What has been the role of the media in reducing the rate of HIV/AIDS spread in higher institutions of learning – A case study of Makerere University-Kampala (Uganda)”

1.1 Research Design

The use of both qualitative and quantitative methods of data collection together with analysis of the information shall be employed since one research methodology alone is not sufficient to produce a good report as well as a balanced one.

1.2 Population Sample

This study is to be conducted among the students of Makerere University, Kampala, Uganda.

Makerere University has been purposely and specifically chosen because of a relatively high level of literacy and social status.

The study will purposely and randomly draw five hundred (500) respondents from the population of Makerere University which has a student population of about twenty four thousand (24,000). Three hundred will be women and two hundred will be male. Inclusive will be staff both subordinate and trained staff. One hundred and ten (110) respondents will be chosen by means of purposive sampling that will constitute a focus group discussion.

The reason as to why 60 females and 50 males have been chosen is because Ugandan women and girls are the most vulnerable to HIV/AIDS infection compared to their male partners and this is attributed to several factors which all find their roots from the

nderlying gender based inequalities between women and men in society that have been reinforced through social conditioning or socialization.

his is a fact that has left young women more vulnerable to HIV infections from men who because of their economic power take advantage to lure them into sex for small nance related favors.

research world over indicates that domestic violence increases women's vulnerability to HIV/AIDS infection explaining the disproportionate numbers of HIV infection rates between men and women in sub-Saharan Africa and Uganda in particular (UNAIDS 2006 Report on the Global Pandemic, May 2006).

.3 Area of study

he research is to be conducted in Makerere University of Kampala District, Central Uganda. The university is relatively densely populated and comprises a conglomeration of different people.

.4 Selection of study participants

Sampling method

Population

he researcher intends to purposely and carefully draw 500 participants to be obtained from hostels in the institution and those around the institution. This is to be done because of the large population of the study area.

purposive sampling strategy shall be used to choose one hundred and ten (110) respondents for the focus group discussion. This is to be done purposively because the researcher believes the students in the institution will freely interact and participate in discussion with the researcher in trying to find out the role of the media has played in trying to reduce the spread of HIV/AIDS spread amongst students in higher institutions of learning.

he researcher where necessary will guide and control the discussion to avoid misconception, misunderstanding and disagreement, use of inappropriate language and generally directing the course of the discussion.

5 Data Collection

QUALITATIVE

Questionnaires

Structured questionnaires will be used to collect information from respondents. The researcher will also give room for probing during the focus group discussion where necessary to clarify on understanding. Additional information or comments will be recorded at the margins and transcribed consistently to improve on final copy.

Interview guide

The researcher will use the structure and non-structured questions in relation to the study area. The researcher will be guided by the questions prepared in advance before the start of data collection.

The researcher will try as much as possible to use simple and specific language to avoid ambiguity of the same to the interviewees. The use of non-structured questions ensures greater flexibility as there will be opportunity to re-structure and probe the interviewee as the interview continues.

QUALITATIVE

The researcher will also use a focus group discussion to collect data and this will help improve on final copy of results. A focus group discussion is a sample of the larger population and as such will be open and freely give information needed in the research. The researcher will guide and direct the discussion to avoid quarreling, use of inappropriate language and directing the good course of the discussion. Also, a tape recorder will be used for further clarification after discussion.

APPROACH	METHODS OF DATA COLLECTION	SAMPLES	AGE BRACKET
Quantitative	Structured	200 men	24 Years
	Questionnaires	300 women	23 Years
Qualitative	Focus Group	50 men	26 Years
	Discussion	60 women	28 Years

6 Data Processing /content Analysis

ata collected will be continually transcribed and analyzed right from data collection to presentation stage.

The researcher will analyze all the data carefully to make sure respondent's opinion and views are not misrepresented during research report writing. This is to be ensured by reviewing the notes to be written during discussions and make sure they are correct.

7 Limitations of the study

Unwillingness of the respondents to effectively respond to the questions was one of the most notable problems that the researcher faced while conducting the research. This problem came due to poor timing of the respondents by the researcher because the researcher got in when the students were doing their end of semester examinations and this meant that there was no time for the respondents to attend to the researcher.

Financial constraints are problems that occurred during the process of conducting the research. Transport costs were so high to be met by the researcher and this fully contributed to the delay of the research because it became so hard for the researcher to continue with the tight budget.

ostility among some respondents were also another limitations of the study in the sense that the researcher found that there were hostile respondents who in the long run turned down the request of the researcher to answer the questions. Many of such respondents walked away despite of the fact that the researcher tried to plead for their attention.

Shyness of the respondents was as well another limitation of the study. This factor even surprised the researcher because the researcher did not expect the respondents at university level to shy. This jokingly limited the study since the respondents could easily smile and walk away from the researcher.

The researcher is likely to be affected by the prevailing weather conditions i.e. the rain. It is true that the research was conducted during rainy season and it became so hard for the researcher to find the respondents since they were in doors.

However, the researcher overcame these problems in the following ways; strict adherence to the tight budget was the solution to the problem of lack of finance. Humble talk and convincing of respondents were the ways employed by the researcher to overcome the problem of unwilling and shy respondents to answer the questions.

Visiting of the students' hostels and halls of residence was the solution to the problem of poor weather because the researcher had to find out where the respondents are by all ways so as to gather information.

CHAPTER FOUR

FINDINGS, PRESENTATION AND ANALYSIS

4.0 Introduction

The data was collected using both quantitative and qualitative methods, which was then analyzed and processed to make it useful and understandable. Data was collected, tabulated and then analyzed.

Figure 4.1

Table showing types, sex, age, positions, number and total of respondents who involved in the study.

Types of respondents	Sex of respondents	Age of respondents	Position of the respondents	Number of respondents
Students	Male	18-50	Under graduate	250
	Female	18-50	Post graduate	150
Build officials	Male	24-40	Ministers	10
	Female	24-40	Members of parliament	20
Teaching staff	Male	35-60	Heads of departments	20
	Female	30-55	Ordinary lecturers	25
Non teaching staff	Male	40-65	Deans	15
	Female	40-65		10
Total				500

.1 Research question one. "What are the challenges facing the media in its effort to inform the youth about HIV/AIDS?" The answers given by the respondents on this question were as follows;

audience diversity

audience diversity has been noted as one of the problems that the media faces in its fight against HIV/AIDS among the youth of higher institutions of learning. It has been found however that the media faces the challenge of directing its programs to specific people because there are many people who are out there and all listen to the same media programs. This can be in the way that there are no youths' televisions, newspapers or radio stations that predominantly air out youths' programs. The available media deals with many things and has many programs being aired yet these programs fall into different audience who all depend on the same media for their entertainment, education and information among other reasons that the audience may be having. This has limited the media effort to inform the youth about HIV/AIDS since are many times when the audiences targeted are not the ones who are reached by the given youths' program.

poor HIV/AIDS programs

another challenge the media faces is the designing of poor HIV/AIDS programs by the producers. There are quite many programs aired by the media that do not intend to inform or educate the youth but rather scare off the people from getting involved in a particular program once being aired. The respondents stressed that many of the programs designed to sensitize the people about HIV/AIDS epidemic just end up scaring many of them because they are not well designed to suit or fit the people to whom they are designed for. As a result, many of the programs have ended up being shunned by the audience because they are not encouraging but rather discouraging to the extent that they audience shun them. The media does air out such messages but the audience avoids them, which is very dangerous since the audience will not listen and respond to the program or the message. The conclusion to this can be seen as a

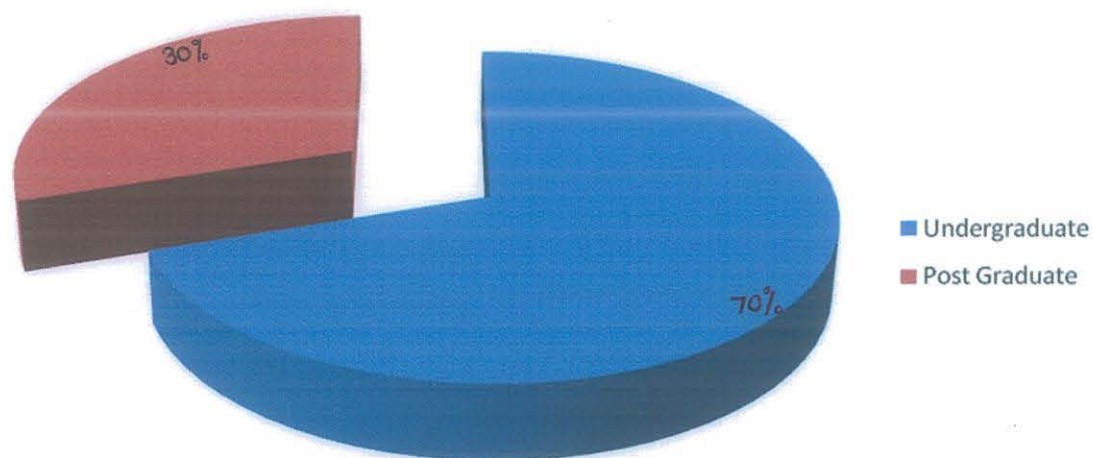
failure in the communication process because effective communication should have a feedback.

poverty among the youth

Poverty among the youth does not only affect the youth but also affects the media in its attempts to inform the youths about HIV/AIDS in higher institutions of learning. Respondents here emphasized this point by lamenting that poverty is the source of the youths' infection by HIV/AIDS because many of them can not for example afford television, radio sets or even newspapers from where they would read, watch or listen to media programs related to HIV/AIDS. Because of this reason, many of the youth have been left to lag behind in their effort to escape the virus as well. The problem goes deep to the extent that the media in its effort to reach out to the youths is being failed as few of the youth can afford to purchase television or radio sets or even but the daily tabloids which are always early in the streets of Kampala and other towns around the country. This factor really limits the media role in the fight against the epidemic, which needs collective effort from different bodies to fight.

Figure 4.2

pie chart showing the comparison of undergraduate and post graduate HIV/AIDS infection among Makerere University students



Lack of finance

Lack of finance has also been pointed as another challenge to the media in its effort to inform the youth about HIV/AIDS in higher institutions of learning. Media programs are very expensive to design and even air out and this means that there is a good amount of money needed to handle every thing before it reaches the audience. The producers of media content do ask for heavy sums of money in order to come up with media content. Given this cost required, the media needs therefore heavy sponsor to sponsor such programs yet these sponsors are not easily found. The lack of finance has for long limited the media effort to inform the youth about HIV/AIDS pandemic virus just because of the cost of production of the media programs that can suit the interests and the understanding of the targeted audience.

Poor program timing

Timing of the programs by the media has however been another limiting factor to the media's effort to inform the youth about HIV/AIDS virus. The respondents here pointed out that there are many times when the media present wrong programs to wrong people because of the factor of poor timing of the programs in order to suit the timing of the intended audience or desired audience. Getting the youths at home in

any cases is very hard because many of the for studies early in the morning and at they come back very late in the evening very tired and exhausted to listen to any program or read any article on HIV/AIDS. There is no time that the media can net the youths so that their programs can be aired and this has proved to be a very big problem in process. This problem arises due to sharing of television, radio set or newspaper by many people of the family for example. These youths get home very late to eat and sleep in addition to their revisions, hence having absolutely no time to listen to programs. This is also accompanied by media failure to determine which channel is suitable for the youth.

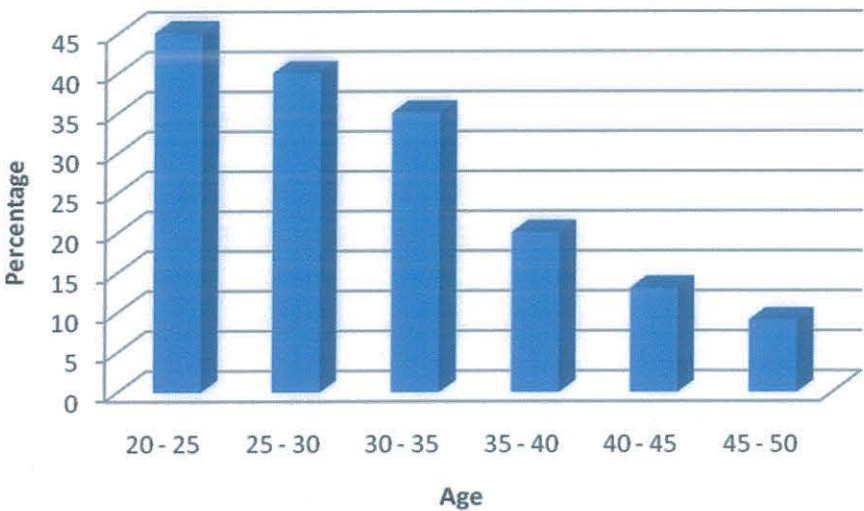
2 Research question two (2) “What challenges do the youth face in the fight against HIV/AIDS in Kampala’s higher institutions of learning and specifically Makerere University?” The answers to this research question were as follows;

Poverty

Poverty is one of the biggest obstacles in the fight against HIV/AIDS pandemic by the youths of higher institutions of learning. The youth are faced with a very big problem of lack of finance as many of them are still dependants on their parents or guardians and sponsors for financial support which are inadequate in the way that they receive insufficient amount of money which are in many cases directed to do a particular task like tuition, accommodation and food. Nothing is saved by the youth for other uses and the problem has emerged for long because the youth are left vulnerable to fight HIV/AIDS as they do not have the capacity to afford resources that would be helpful for their fight against the virus for example the control methods and the treatment of the signs that may be unleashed by the presence of the virus in the body. Poverty still remains a big problem to the fight of HIV/AIDS in the country among the population of the country but the youth suffer most because of lack of finance in order to fight HIV/AIDS virus among the youth themselves.

Figure 4.3

Bar graph showing Makerere University students HIV/AIDS infection by age



Rejection

Another identified problem in the youth's struggle to fight against HIV/AIDS is rejection from the society. The students interviewed here noted that it becomes very hard to belong in the society once they have recognized or discovered that one has contracted HIV/AIDS virus and if one is positively living with the virus in the society. With this kind of situation, the respondents argued that it becomes very hard for one to expose him/her self to the public that he/she is infected. They also argued that it becomes even very hard for one to go for HIV/AIDS test because of fear of rejection once the society gets to know their blood status. This has limited even the idea of going for blood tests in the universities and the students opt to live without knowing their blood status yet they run many risks like poor handling if they live with the hope that they are HIV negative yet majority of them are positively living with the virus but they do not know.

Poor quality condoms

The quality of the condoms available for use by the youth who cannot abstain is very poor and unreliable for use. The male respondents here argued that they do not know what to do yet they cannot live without sex for a long period of time in their lives. They

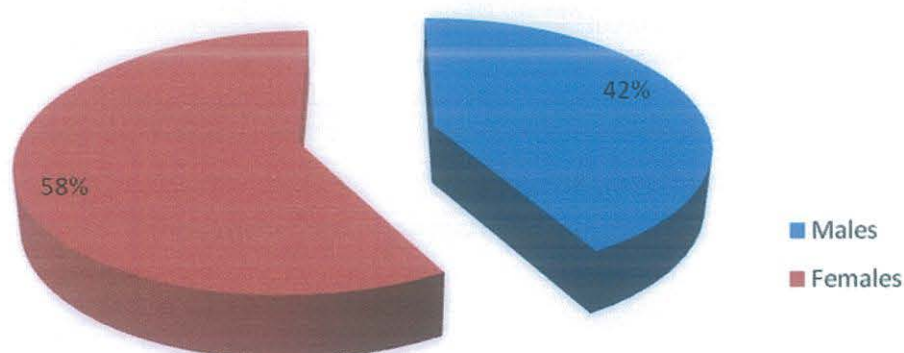
through the argument that they can not trust any kind of condoms for use because there seems to be no condom the government for example trusts for use by its citizens because the government has for long risked the lives of the youth and other people in the society due to their failure to fully test the condoms before use. There was the argument that the government supplied poor quality condoms at a very cheap price and many of the people ran for them and bought them in large quantity yet the condoms had dangerous problems in their making. The government later came and explained to the public that the condoms they had supplied were not good and it banned the supply of the condom, which was called 'Engabo' which meant the shield. Many people who used this type of condom contracted HIV/AIDS virus if the people they used with were infected and this therefore means that even the condoms at the youths' exposure now are not trusted at all by the youth, a big problem in the fight against HIV/AIDS among the youth of higher institutions of learning.

Ignorance about the presence of HIV/AIDS vaccine

Ignorance has for a long time affected the fight of HIV/AIDS virus by the youth and majority of the youth have been victims of ignorance. It was found that a great percentage of the youth in higher institutions of learning are still naïve about the presence of HIV/AIDS vaccine, which they would really use to fight the virus. The present vaccines help at least to reduce on the effects of the signs of the virus once one has got the virus though it does not completely cure the disease. There is no total cure for the virus but there are vaccinations of the signs/symptoms released by the virus to the infected people. Many of the youth once interviewed said that they do not know of the presence of such vaccines and a handful of some knew of the presence of the vaccinations of the virus in order to reduce on the effects of the virus to people infected. As long as we still have such kind of people who are not aware of the presence of HIV/AIDS vaccines, the fight of the epidemic among the youth will still be halted.

Figure 4.4

pie chart showing Makerere University students HIV/AIDS infection by sex



Absence of HIV AIDS awareness

The awareness of HIV/AIDS is still another problem in the fight of HIV/AIDS among the youth of higher institutions of learning. It has been noted that there are a great number of youth who are really not aware of HIV/AIDS even though they are at the levels where they are now. These kinds of youth are not aware of the manifestations of HIV/AIDS in the human body, the contracting methods, control methods, and even the effects for example if one contracts the disease plus care for the people living with the virus. If such the youth still exist then great work ought to be done in order to effectively fight the virus among the youth of higher institutions of learning in Kampala institutions and all the institutions all over the country. The youth need more sensitizations through good seminars so as to learn much about HIV/AIDS virus then they can be in position to confront the disease and fight the disease without having any problem like ignorance about the disease in details.

Poor HIV AIDS preventive measures

There are poor HIV/AIDS preventive measures and this has really limited the fight of the epidemic among the youth of higher institutions of learning. It has been found that the preventive measures of HIV/AIDS to day are not adequate and are not compatible with the different people in the society today. The condoms have been criticized by many people who are advocating for abstinence, and faithfulness yet these leave no

alternative as the best as the accepted preventive measure of HIV/AIDS. The youth have made calls and criticized condoms because they are not safe in addition to one size for all. A uniform size of condom to be used by all males in the world is not realistic and this has faced criticisms on the preventive measures of the HIV/AIDS pandemic among the youth and also other people in the society. The criticisms therefore go to the available three methods of controlling the virus yet this leave behind no internationally or nationally accepted preventive measure that would supplement the three methods of HIV/AIDS among the youth and the society at large.

3 The third research question was “What impact will be experienced if nothing is done in reducing the spread of HIV/AIDS in higher institutions of learning?”

The answers given by respondents to this researcher question were therefore as follows;

Increase of HIV AIDS infection cases

The respondents cited the increase of HIV/AIDS infection cases as the first of all the problems that would emerge due to the failure to handle infection cases in the higher institutions of learning. They said that as long as there is nothing done to handle HIV/AIDS pandemic, the number of the infection cases would double, triple and then keep on increasing because nothing is being done to curb it. The respondents pointed out that there would be an increase of infection cases because of lack of knowledge about HIV/AIDS, lack of preventive measures and many other reasons as may be advanced due to the causes, effects and even what to be done. This therefore calls for immediate handling of the situation before it goes out of hand because any delay can cause a very big problem to the increase of the virus among the youths of higher institutions of learning. This is one of the most notable and dangerous effects, which would result if nothing, were done to handle HIV/AIDS epidemic.

Higher death rates

Higher death rates are yet another problem pointed out that would result if nothing is done to reduce HIV/AIDS among the youth. Besides the increase of infection rates, there

ould fully be an increase in the death rates among the youths due to HIV/AIDS infection in higher institutions of learning. The high death rates would be due to poor positive living of the virus and high stigmatization of the youth after say losing their loved ones. Whenever nothing is done, there will be an automatic rise of the death rates of the youth since many of them would opt for committing suicide thinking that the ends there. Many of them would look for shortcuts to death in the name of avoiding the virus from kill them because they see this as total shame to die of Aids virus other than other diseases as many as they are without number in the world today. Many other related diseases would be killing youth because they would otherwise think that it is HIV/AIDS killing them than any other disease.

Poor health

There would as well be poor health among the youths especially for those who are infected with HIV/AIDS virus. This point is given by the respondents and they defended it in the way that many of the youth would lack drugs that cure the symptoms of the virus and they rather live with all the symptoms in their bodies because those drug or treatment of such symptoms would not exist as nothing is done to control the virus among the youth. It is usually advisable to treat the signs of the virus as they appear among the people. Once the signs of the virus are treated, there is likelihood of the person surviving for long because such signs as cough, diarrhea, skin rashes among others would be treated with ease. These signs are very strong and they need effective attention and handling before they weaken an individual and if there is nothing done to control such infections, then there would be an automatic poor health among the infected persons and mainly the youth as the point of reference because they are the point of our study here.

Increased stigmatization

Increased stigmatization is yet another problem, which would emerge if nothing is done to reduce on HIV/AIDS infection rate among the youths of higher institutions of learning today. The respondents here argued that there will increased stigmatization cause the people will totally loose hope if one is found infected with HIV/AIDS virus

because they will be seeing no alternative to life but they will be seeing only death around them since there is nothing done to reduce on the increase of HIV/AIDS virus. surely there is no effort put forward by the government, there will be the increase in stigmatization of the people and this means that there will be stress among the people and there will be no settlement among the people. Stigmatization of HIV/AIDS virus is one of the most common effects of the epidemic as the remaining people are left with a lot of worry and the infected people themselves will be left with a lot of fear in them because there are no counseling services offered to the infected youth. Once the infected youth for example attend to the counseling services, the burden of the disease is not so much felt as when one is not exposed to any counseling services. So there will be increased stigmatization among the youth if nothing is done to reduce on the HIV/AIDS pandemic.

Decreased academic performance

There will be decreased academic performance among the youth of higher institutions of learning if nothing is done to reduce on HIV/AIDS epidemic. The respondents here used their arguments in the way that the youths would automatically reduce on their performance because they would be discouraged from studies and they would as well drop classes which is very dangerous in performance. With sicknesses, which are on and off, it becomes very hard to concentrate and this means that the students would lose concentration first as the first step to the response to the infection. There would be no interest put in studies by the students because studies would appear to be useless to them and the other thing would be mental drainage as many of them would be antagonized by the disease. Concentration in academics needs a clear and settled mind and if a student is to concentrate but as long as one is not stable, concentration is lost and this means failure already in academics which have resulted due to decreased academic concentration. HIV/AIDS pandemic needs clear care and control but it is very hard to live without these care and control if we want performance among those youths of higher institutions of learning so that they do not lose concentration because of nothing being done to reduce HIV/AIDS among the youths of higher institutions of learning.

low manpower in the country

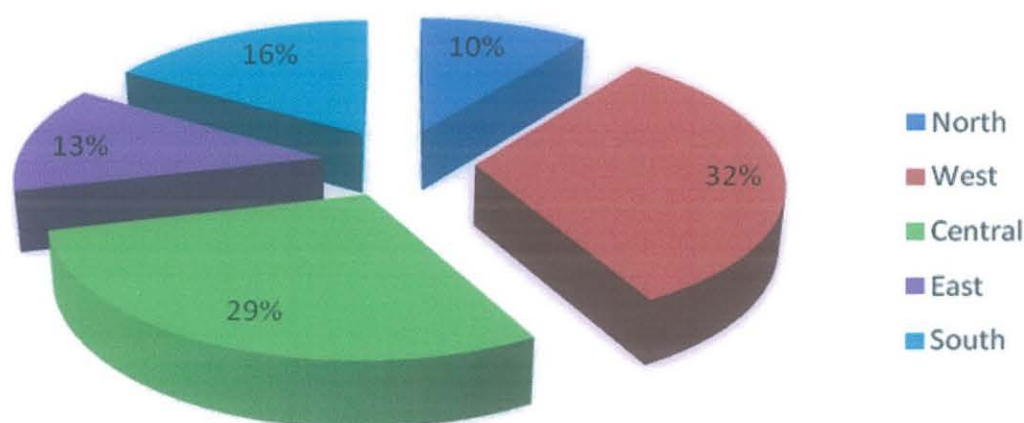
Another problem cited by the respondents about what would happen if HIV/AIDS pandemic were not reduced among the youth of higher institutions of learning is low manpower in the country. The respondents pointed out that the youth are the most energetic people the country is relying on so as to handle complex work/jobs in the market. There are very many departments where there are only youths employed because of their strength and their ability to perform particular tasks very fast. So when nothing is done to reduce on the infection cases of the virus among the youth, there will be low manpower as the youths will be weak enough to perform any task and especially those who will have been diagnosed with the virus. This is because of poor health related to the disease, stress, and general body weakness as the blood cells will be weak also to resist the disease without some other external assistance like use of drugs to reduce on the effect of the virus among the youth of higher institutions of learning. Heavy duty jobs will not be then undertaken by the youth and not only that but also other reasons like there will not be opportunity to undertake any activity at all since the youth will be experiencing persistent sickness due to nothing being done to reduce on the HIV/AIDS virus among the youths.

decreased enrolment in higher institutions of learning

There would also be decreased enrolment in higher institutions of learning if surely nothing were done to reduce on the increase of the virus in higher institutions of learning. There would be notable decline in the enrolment of the youths in the institutions as many of them would fear and think that whoever goes then to the institutions will be getting there only to contract the disease which they would think that it is just being discriminately spread there. This would affect for real the enrolment of the youth to the institutions because majority of the would-be students will be scared off by the increase of the virus infection cases rather than reduction cases. This is because no person would like to get to the areas where their lives are threatened by any circumstance of situation but they rather desire to get to those areas where they are free and where their lives are not scared as would happen in those

areas where they are not safe. This is a psychological explanation of this point since humans in many cases can let things go but their lives can not just be let to go with death due to the risks incurred in the process. This is quite dangerous to the enrolment of the students to higher institutions of learning, as they would shun getting to the institutions for studies.

Figure 4.5
Pie chart showing regional level of students HIV/AIDS infection in higher institutions of learning



Insecurity

The respondents also noted that there would be insecurity if nothing is done to reduce the HIV/AIDS infection rates in higher institutions of learning. They stressed that the youth would be feared in the society and that people would be feared and that they would even fear to keep company with the youth. This fear would so much result due to the presence of the virus among the youth and this would for real threaten movements, as many of the youth would opt for indiscriminate spreading of the virus to the other members of the society through rape and other ways. Insecurity would indeed be there among the population who would not like the youth in the society because of the virus, which they would blame on the youth. Wherever there is the

presence of such virus, insecurity appears as the people would be skeptical of their lives and be mindful of what would happen to their lives with the existence of the virus among the youths of higher institutions of learning.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

0 Introduction

This chapter was concerned with the summary of the study, conclusion and commendation.

1 Summary of the study

The major objective was to examine the role of the media in reducing the rate of HIV/AIDS spread in higher institutions of learning.

The study was conducted in Makerere University, Kampala-Uganda. Students and administrators of different levels and ages were involved in the study. A total of five hundred (500) participants, students, Guild officials, teaching staff and non teaching staff were involved in the study. The study question was investigated in line with the search questions of the study. The first research question was "What are the challenges facing the media in its effort to inform the youth about HIV/AIDS?"

The study was to actually find out the role of the media in reducing the rate of HIV/AIDS spread in higher institutions of learning. The study discovered that; audience diversity, Poor HIV/AIDS programs, Poverty among the youth, Lack of vaccine Poor program timing, were the factors given by the respondents.

The second research question was "What challenges do the youth face in the fight against HIV/AIDS in Kampala's higher institutions of learning and specifically Makerere University? The study findings revealed that; poverty, rejection, poor quality programs, ignorance about the presence of HIV/AIDS vaccine, absence of HIV/AIDS awareness, and Poor HIV AIDS preventive measures were the answers given here by the respondents.

The third research question was "What impact will be experienced if nothing is done in reducing the spread of HIV/AIDS in higher institutions of learning? The answers given

y respondents to this researcher question were therefore as follows; Increase of HIV
IDS infection cases, higher death rates, poor health, increased stigmatization,
decreased academic performance, Low manpower in the country, Decreased enrolment
in higher institutions of learning, and Insecurity were the answers given.

conclusions and recommendations were then made after presenting and interpreting
the data.

2 CONCLUSION

The conclusion was made in line with the various themes of the study and was based
on the findings of the study. The first research question was “What are the challenges
facing the media in its effort to inform the youth about HIV/AIDS?”

The study was to actually find out the role of the media in reducing the rate of
HIV/AIDS spread in higher institutions of learning. The study discovered that;
audience diversity, Poor HIV/AIDS programs, Poverty among the youth, Lack of
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The second research question was “What challenges do the youth face in the fight
against HIV/AIDS in Kampala’s higher institutions of learning and specifically
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condoms, ignorance about the presence of HIV/AIDS vaccine, absence of HIV/AIDS
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IDS infection cases, higher death rates, poor health, increased stigmatization,
decreased academic performance, Low manpower in the country, Decreased enrolment
in higher institutions of learning, and Insecurity were the answers given.

the researcher here also concludes that a lot more effort is needed for the fight against HIV/AIDS in higher Institutions of learning because a great number of students are infected with the virus and that if nothing is done by all the stakeholders to curb HIV/AIDS pandemic, more deaths will be registered and also many of the students will be infected with the virus.

the recommendations were made in relation to the findings and conclusions. The researcher therefore came up with the following recommendations in an attempt to strengthen the role of the media in fighting HIV/AIDS among the youths of higher institutions of learning.

Adequate funding

The researcher here recommends that there should be adequate funding of the media by mainly the government and other HIV/AIDS fighting bodies in order to ease the reporting of HIV/AIDS by the media, hence further fighting of the epidemic among the youths of higher institutions of learning and the country as a whole. It is quite true that the media has lagged behind in the fight of HIV/AIDS because of inadequate funding by mainly the fighting bodies like the AIDS commission, TASo and other responsible bodies that have really been involved in the fight against HIV/AIDS and it is also quite true that these bodies do receive international donations to fight the epidemic in Uganda. There should therefore be adequate funding of the media so that the reportage of HIV/AIDS can be effective by the media because there can't be anything understandable to be done by the media if finances are still a big problem. With adequate funding of the media, there can be great work done by the media within a short period of time and this means that there will be reduction in HIV/AIDS infection cases among the youths of higher institutions of learning.

Working with the government

The media ought to work as well with the government in its endeavor to fight HIV/AIDS epidemic among the youth of higher institutions of learning. Working with the government means that there is strong link between the media and the government in terms of policy adherence, implementation, and evaluation. This is because it is the government that has got the constitutional right to enact, implement and evaluate policies imposed on the citizens of the country. The media therefore should work with the government to ensure that it gets to know which policies are put forward by the government in relation to the issue being handled by the media. This is to ensure that

controversial issues are reported which would again incite the public or scare off the people in fight against HIV/AIDS in the country and mainly among the youths of higher institutions of learning-given the fact that they are the most affected people by HIV/AIDS pandemic.

Compulsory HIV/AIDS test

Compulsory taking of HIV/AIDS test should be put forward by the government in order to ensure easy fight of HIV/AIDS pandemic by the media among the youths of higher institutions of learning. The government should in this place ensure that the reportage of HIV/AIDS cases are correct as opposed to the current assumptions being used by the government to estimate HIV/AIDS cases in the population of Uganda. The approach which has for long been used by the government is very poor in the fight of the HIV/AIDS pandemic because the people can not believe in the assumptions but rather, they desire to hear of facts of the government and not just estimates. There is absolutely no way the government can fight HIV/AIDS pandemic without knowing its position in the population and mainly in the youth which is our center of interest in this study. In order to fight an enemy, the strength of the enemy should first be known and even the base of the enemy in order to effectively fight it. So the government should make it compulsory to test for HIV/AIDS so as to know the number of youth affected by the epidemic in higher institutions of learning.

Community involvement in HIV/AIDS fight

There should be community involvement in the fight of HIV/AIDS among the youth rather than leaving the burden to the government alone to fight the epidemic with its tight annual budget. The community members of varying levels and sizes should get involved like in funding of HIV/AIDS programs or direct counseling of the youth so that the number of infection cases can reduce since the number has for long lingered high due to poor over dependence to the government to fight the epidemic. The communities of different areas and regions, backgrounds and cultures should aid the government effort to fight HIV/AIDS through their full involvement to fight the epidemic among the youth because the stigma is not only levied on the government but

all the people irrespective of who they are but as long as they are in the community, they are entitled to lose their dear one in form of friends, sons, daughters among others. So to curb the increase of the epidemic among the youth, there should be full involvement of the community in general to fight the epidemic from the youth and mainly those youths of higher institutions of learning as per our area of study.

Sex education in institutions

There should be emphasis put in sex education in higher institutions of learning in order to equip the youth with the knowledge on HIV/AIDS and this will really ensure that the HIV/AIDS infection cases will reduce among the youth of higher institutions of learning. This is because there is internationally accepted saying that 'knowledge is power' and this means that once some one is knowledgeable, there will be a higher likelihood of that person to keep away from the problem and this means that the problem will not take them by surprise as it would happen when one is naïve about some thing. Sex education has been but in lower levels to the extent that very little information is being handled like only the introduction of the subject 'sex' and 'HIV/AIDS' yet the students in many cases are too youthful to understand the subject. This sex education should be introduced so much in institutions of learning because many of the students here are mature enough to understand the topic and are able to apply the knowledge got on such topic for example the use of condoms. You cannot tell a teenager of fourteen years and below to use condom yet he/she does not know the value of condom use but it is rather better to tell a student of eighteen and above the use of condom because at this level many of them are already engaged in sex. So sex education should be emphasized in higher institutions of learning since it is the fertile ground for the teaching of such topic and because many of these students are victims of sex.

Ban sex before marriage

The government in its policies is recommended here by the researcher to ban sex before marriage in the country so as to save its youth from being 'swept' by the HIV/AIDS pandemic, which is dominant among the youth of higher institutions of

arning. The recommendation here will be argued that there are no cases reported of death due to failure to play sex for any period but there are cases of death reported frequently due sex related diseases which are mainly caught through playing of sex between infected and uninfected partner. It is therefore better for the government to restrict sex before marriage and strong law should be enacted to regulate this in order to control the youth from premature death as it has always been reported among the promiscuous youths of Uganda.

Involve religious leaders in HIV/AIDS fight

Religious leaders should be involved by the government and other HIV/AIDS fighting bodies to fight the epidemic among the youth of higher institutions of learning if the epidemic is to be fought successfully among the youth. Religious leaders have for long been known for moral impartation in the people and this will therefore make as involve them in the fight against HIV/AIDS among the youth of higher institutions of learning and this would make a great impact in the fight of HIV/AIDS among the youth. Religious leaders of all faith should be put in the forefront by the government and should be fully considered in the fight against HIV/AIDS among the youth as long as they have the followers who sit under their teachings. These religious teachers could be advised to pass the teachings during their preaching in churches, mosques among other areas of religious gatherings. This point would really be effected through the government value of the religious leaders by so contacting them and agreeing with them to get involved in the fight against HIV/AIDS among the youth who are not just seen as the generation of tomorrow but who are really the generation of tomorrow by nature since the old people will soon be no more from the face of the earth.

Parental responsibilities

Another recommendation advanced by the researcher is that of parental responsibilities in the way that the parents ought to be responsible enough so as to control their children from unnecessary behaviors like sex. Parents should do something in advising their children and not only waiting for the government to even come down and handle youths from their parents. It is said that charity begins from home

and this means that all behaviors can either be promoted from home or tamed from home and nothing other than that. The parents are therefore called upon to control their children from such pornographic materials, which in many cases has been reported as a big factor behind the high HIV/AIDS infection rate among the youth. This is because many of the youth do watch such programs that are so nude and at the end of it all, they end up being lured to exactly what they watched in these nude pornographic materials. The parents therefore should be the first body to fight HIV/AIDS endemic in the youths of higher institutions of learning in the way that they should effectively advise the youth not to just get involved in such dubious activities of sex since in the most common way through which the virus is transmitted from one person to another.

Lower prices of condoms

Another recommendation here comes where by the researcher further recommends the government to subsidize the prices of condoms so as to reduce HIV/AIDS among the youth of higher institution of learning. It has that the prices of condom are too high to be afforded by many of the youth who in many cases have very tight financial budget and they hardly handle the cost of buying condoms. Many of the youth have gone for live sex and have contracted HIV/AIDS virus because of inability to afford condoms because of its cost. There government should in this case subsidize the prices of condom so as to make it cheap and for the affordability of every individual who would need to use it because it is very becoming very hard for the youth to afford the condom costs which they really see as very expensive to afford. Both female and male condom prices should be reduced because there are different people in the society who have different interests and they do different things. One solution of abstinence may not help all the youth as others may find it very hard to abstain and would opt for sex, it is necessary for the government to reduce on the prices of condom so as to fit the people of such a caliber.

an prostitution

rostitution should be banned by the government because many of the youth have resorted to sex business as income generating activities and this so by university ladies who go to many of Kampala streets to sell themselves in the name of earning a living. Many of these female youth have ended up contracting HIV/AIDS virus due to poor use of condoms and poor conditions of the condoms because it is quite true that the condoms are not 100% correct but rather it has some percentage, which is between 5-15% unsafe, according to the recent research. Many of the male youth have also ended up in streets to buy the ladies who are there as sex workers and many of them have ended up as well infected by the HIV/AIDS virus because these sex workers are not safe in many cases. The recommendations here therefore is not to just reduce on sex activities but rather to completely wipe the activity from the society because the majority of the sex workers found in streets are mainly youths who are within 17-45 years but majority of them fall under the age bracket of 17-30, which is the youthful age. Sex work in Uganda unlike other countries should totally be banned if the youth are to be saved from premature death as it is today happening with the youth of higher institutions of learning.

an indecent dressings

Indecent dressings among the youth of higher institutions of learning should totally be banned in order to save the youth from such acts, which would lure them into sex. The youth should totally be stopped from putting on such attires as mini skirts, transparent dressings especially on the side of ladies. This is because many of the ladies have for long provoked men to either rape them or devise for all ways of having sex with them. The lecturers who lecture the students have for long also complained of the same act of poor dressing code by the ladies and generally students of higher levels of learning. The society in general has made public out cry in Uganda about the dressing codes of these youth of higher institutions of learning. The current debate therefore at Makerere University to ban mini skirts is therefore highly recommended by the researcher here because it is of public good and not bad and there are really no

erson is going to be affected by good dressing code but rather it would be an appreciation.

arry out radical sensitization programs

he government should get involved in radical sensitization program of the youth on the levels of HIV/AIDS infection cases, effects, and HIV/AIDS preventive measures to the youths so that they can be updated about the current level of HIV/AIDS in the youth and the general society, pointing out the future implication of the virus to the generation to come. With vigorous sensitization of the youth, the state of the prevalence of the virus would be known and the youth themselves would be aware of the presence and the effect of the virus among the youth in the society. The more therefore the government sensitizes the youth, the lower the prevalence of the virus among the youth and the lower the chances of catching the virus than when there is no or little sensitization as such. The youth mainly need clear sensitization in areas of causes of the virus, effects of the virus and the preventive measures of the virus if they are to survive the virus in the society and if they are to be productive in the society today.

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APPENDIX I

QUESTIONNAIRE

Dear Respondent,

My name is Gitau Esther Njoki pursuing a degree course in Mass Communication at Kampala International University. HIV/AIDS has been a problem that has resulted to the death of a lot of students and as such the need to undertake this research project.

The purpose of this questionnaire is to gather information regarding the role the media has played in trying to reduce the spread of HIV/AIDS in higher institutions of learning, specifically Makerere University of Kampala-Uganda. Your response will be treated confidentially.

SECTION A: BACKGROUND INFORMATION

Please tick where applicable.

1. Age

a) Between 19-24 ☐

b) Between 24-30 ☐

c) 30 and over ☐

2. Sex

a) Male ☐

b) Female ☐

3. Religion

a) Muslim ☐

d) Anglican/ Protestant ☐

b) Catholic ☐

e) Others specify,.....

c) Pentecostal ☐

4. Have you lost someone to HIV/AIDS?

a) Yes ☐

b) No ☐

5. How is HIV/AIDS spread?

(a) Sexually ☐

(b) Through mosquito bites ☐

(c) Blood transfusion ☐

(d) Any other way, specify -----

6. How did you know?

(a) Through the media ☐

(b) From a friend ☐

(c) Through parents ☐

(d) Any other way, specify -----

7. Do you have a close friend or relative infected?

a) Yes ☐

b) No ☐