

Assessing Role of Newspapers in Creating Awareness of HIV/AIDS in Pakistan

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Abstract : This study investigates the HIV/AIDS coverage in the selected newspapers. The premises of the study depend upon the fact that informing public about any social issue that effects people's life is among one of the fundamental functions of media, such as HIV/AIDS is one of prime importance. In this study two most prime newspapers of Pakistan Daily Jang and Daily Dawn were analyzed. This paper adopted two approaches for investigation one is content analysis and another is discourse analysis. The content analysis was used to determine the frequency of HIV/AIDS content coverage. Discourse analysis was used to determine consciousness of these newspapers on covering HIV/AIDS stories with correct language and terminologies according to the given media guideline of UNICEF. Total 368 editions from 1st July 2017 to 31st December 2017 were sampled for the study. The result of the study indicates that newspapers have severely underestimated the severity of HIV/AIDS. The coverage given by newspapers is dissatisfactory. Selected newspapers used inappropriate terminologies and language in the stories which shows negligence of newspapers regarding HIV/AIDS issue.

Keywords : Pakistani newspapers, HIV/AIDS, coverage, public awareness, content analysis, discourse analysis, press consciousness

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