

Divine Word University

***Abstract***

FACTORS INFLUENCING HIV/AIDS  
AWARENESS CAMPAIGNS THROUGH THE  
MEDIA. A CASE OF WESTERN HIGHLANDS  
PROVINCE

by

BRENDA PETER CANGAH

Supervisor: Dr Evangelia Papoutsaki  
Department of Communication Arts

This research is the result of a case study to identify some of the factors that affect the HIV/AIDS awareness campaigns. This study examines, to what extent the knowledge and attitude affect the effectiveness of the HIV/AIDS awareness campaigns the media. This paper is of great significant to the HIV/AIDS awareness campaigns in Papua New Guinea.

Papua New Guinea was confirmed to have the highest HIV/AIDS infection rate in the Pacific region and is ranked fourth in the Asia Pacific region with a generalised epidemic. The HIV/AIDS awareness campaigns in the last ten years have proved ineffective. Since the first HIV/AIDS case in 1987, the HIV infection rate has increased steadily. One of the mediums of disseminating the HIV/AIDS awareness campaigns was through the media. The research was conducted in two different villages in Western Highlands Province, using audience survey and focus group discussions.