

operations and applications.

23. MASS MEDIA - ADVANTAGES AND DISADVANTAGES

There are two kinds of communication namely, interpersonal and mass communication. There are several media for mass communication. The post, telegraph and the telephone are the important means of communication. Radio, television, newspaper, journals and magazines are the other media. With the introduction of portable transistors, the radio has become the common mass media. According to the All India Radio, the AIR reaches about 200 million people. Hence, it is the most effective medium. Though the radio broadcast includes programs for family welfare, for youth, for the farmers and on education, health and hygiene, it is used mainly for listening to film songs.

The media which is next in importance and popularity is the television. In India the state owned television is known as Doordarshan. It reaches about 78.7 percent of Indian population through 534 transmitters. It transmits news, current affairs, educational programs, dramas, films and world affairs. We not only listen to but also see what happens in any remote part of the world at the same instant. Here again it is used only as an entertainment medium. But in advanced countries, major operations are telecast live for the benefit of others. With the advent of private televisions, the T.V. has become the main medium for advertisement and cheap entertainment. The newspapers and journals form the cheapest and the largest media. India publishes 27,000 newspapers, 2538 journals in about 93 languages. The circulation is estimated around 58 million. These papers and magazines cater to the needs of its subscribers. But it is useful only to the literate population. They do not reach the remote rural places. One advantage is they are not controlled by government as in the case of AIR and Doordharshan.

24. AIDS AWARENESS PROGRAMS.

With the help of drugs, most of the diseases caused by the infectious organisms can be controlled. Some of these diseases can be prevented through vaccination. We have succeeded in eradicating some deadly diseases like small pox. We are trying to wipe out polio completely. But the field of medicine is perplexed by a new disease, AIDS, which has no known remedy or cure. It is the abbreviation of Acquired Immuno Deficiency Syndrome. The first case was reported in 1981 in the USA. Today it has spread over 175 countries of the world, affecting over 22.2 lakhs of persons. Tamil Nadu is one of the worst affected states in India.

AIDS is a highly contagious disease which can be contracted even in the womb. The worst fact is that the carriers do not have symptoms. Transmission of the disease is through both homosexuality, heterosexuality, drug abuse, transfusion of blood and blood products.. Infants contract the disease from affected mothers through the placenta.

A cure for AIDS is still a dream. Therefore AIDS Awareness Programs have become a must. Under the auspices of the science club these program can be conducted. The youth should be advised to avoid free sex. They must be educated about the dangers of drug abuse. They should be informed that they should not use unsterilised syringes. They must be warned about intravenous drug abuse. The dangers of the disease and the symptoms of the diseases must be highlighted. They should be made to realise the serious threat posed to humanity by AIDS. Tamil Nadu AIDS Control Society and UNICEF, in collaboration with Directorate of Teacher Education, give effective AIDS education, training students of Std IX and XI throughout Tamil Nadu. This is not enough. AIDS education must be made a part of the school curriculum right from the standard VI. Life skills can be inculcated in young ones developing love for a disciplined life.

25. ROLE OF WOMEN IN MODERN INDIA

Women of ancient India were held in high esteem. They were considered equal to men in all respects. Those were glorious days for women of India. But today, their position is not so. But it should be stated that being half the human population they have a definite and positive role in modern India. It is the women who care for and nurture the children, they feed them with their milk, they can infuse into them religious and pious feelings. The ideal example is that of Chatrapathi Shivaji. It is women who converts the home either into a heaven or hell. Much of the formative years are spent with the mother. A mother is often called "*walking university*". How true it is! We often hear that behind every successful man there is a woman. This is hundred percent true. Without the encouragement of women, men cannot achieve anything. Gone are the days when women were denied the benefits of education. Today we find women in almost all walks of life. They have achieved glory in almost all fields where men have won laurels. Though often referred to as the weaker sex, they have shown the world that they are not second to men in any way. Modern India needs the efforts of women to check drug abuse, to uplift the downtrodden, to attend on the sick and the needy. Women have better understanding and patience to achieve these. They can join together and fight against discrimination, sex abuse observance of sati, dowry and alcoholism. They have a positive role in politics also as seen in our neighbouring countries.