**A Narrative short story on HIV/AIDS**

The devastation that comes about with the narrative of societies experiencing the striking impact of HIV/AIDS is alarming. The stories people hear on a daily basis help in shaping perceptions, anticipations, and drive individuals to act upon ongoing circumstances. Arguably, an endangered community is one that has no control over the impact of the stories they share. In the United States, more than a million people are estimated to be HIV positive with states such as Florida and Georgia registering the highest cases. The seemingly inevitable patterns of individual behavior that lead to the prominent fight against this epidemic include bisexual, gay, and other men who have sex with fellow men. The success in combating the HIV/AIDS pandemic is dependent on the ability and willingness of individuals to conduct themselves in new ways as influenced by the media.

To start with, delaying sexual initiation is one of the solutions in combating HIV/AIDS. The media has the ability to shape and influence behaviors and attitudes positively, especially among young people. The present-day media environment glamorizes casual sex, which makes the adoption of healthy sexual attributes difficult. However, the majority of the United States television broadcasts have shown an increase in discussions on topics that promote prevention behaviors. Prompting help-seeking is also necessary in fighting against HIV/AIDS. Notably, the same way stories of sexual irresponsibility can realize adverse effects, the entertainment industry can help in influencing the willingness of people to conduct themselves responsibly.

It is also necessary to educate the masses on the use of condoms and instill virtues such as avoiding multiple sex partners. The entertainment media plays a vital role in influencing perceptions and attitudes towards different subjects in society. The partnership of different media organizations is necessary for reaching a diverse population with information on the prevention of HIV/AIDS by the use of protection and avoiding having multiple sex partners. The launch of a $120 million project by Viacom in 2003 aided in the partnership of different media organizations globally that aimed at the education of people, especially the youths, of virtues and measures to embrace in the fight against HIV/AIDS.

Noteworthy, the media has also globalized the need for seeking HIV/AIDS testing, learning and embracing one's status, as well as adhering to the recommended treatments. Seeking to know one’s status is one of the most publicized measures in the fight against HIV/AIDS. Media personalities also play a key role in educating people on the need to embrace one’s status as regards combating the discrimination and stigma associated with AIDS. With the increased embracing of different sexualities, combating the spread and effects of HIV/AIDS will require the active involvement of the media in influencing the perceptions and willingness of the people towards more healthy sexual engagements.

In summary, combating the HIV/AIDS pandemic, especially with the present times of embracing different sexualities, requires the active participation of the media. The media plays a key role in influencing and shaping behavior in society, especially among the youth. Combined efforts from different media organizations aimed at creating awareness on healthy sexual behaviors such as the use of protection, avoiding multiple sex partners, and reducing stigma associated with AIDS is a key solution in combating HIV/AIDS.