

# **DEMOGRAPHIC TRAITS AND MEDIA EXPOSURE INFLUENCING MALE REPRODUCTIVE HEALTH BEHAVIOR**

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## **ABSTRACT**

In Pakistan, male involvement in reproductive health started long before the concept of a holistic approach emerged from ICPD in 1994. Men are far behind the authority of decisions making, religiosity and exposure of media. These circumstances have damaging-effect on men's reproductive health as well. The poor reproductive health of men in the entire Pakistan has been reported in many studies. The different national and international agencies have shown a great concern on this alarming situation of men's deteriorating reproductive health status. In this context the main objectives of this study is to identify and analyze different types of socio-cultural characteristics, affect the attitudes, lack of awareness of respondents toward reproductive health behavior were examined in Punjab-Pakistan.

**KEYWORDS:** Media Exposure, Pakistan , Male Reproductive Health.