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Noor Ul Ain Nasir*

Ashraf Iqbal[†]Munham Shehzad[‡]

Child Presentation on Mainstream News Channels and Wellbeing of Victims

Abstract: *Child abuse is one of those issues of society that is very difficult to talk about because it creates a sense of shame and guilt and so on but due to avoiding an open debate about it the spiral of silence is increasing over time. This research study aims at examining the way child abuse cases like Zainab case has been portrayed on news channels and the impact it leaves on the minds of victims. The researcher analyzed the BOL news channel, especially their news bulletins and headlines. The quantitative research methodology was used. Survey method was employed, 100 questionnaires were distributed among students of UMT. Cultivation theory has been used in order to draw the theoretical framework of this study. Findings suggested that the irresponsible role of media in this specific issue might cause great stress and other psychological disorders among the victim and their families.*

Key Words: Child Abuse, Zainab Case, Victim Families, Wellbeing, Civilization.

Introduction

Emerging news Stories about child abuse are now becoming the headline of news Media representations of sexual abuse has transformed not only public knowledge but also had profound implications for 'private' knowledge. Before the mid-1980s, survivors of abuse often struggled to make sense of what had been done to them. Because of the culture of silence around incest, abused children and adult survivors had to process their experiences in an almost total cultural vacuum. However, from the 1980s onwards, media representations began to provide victims of abuse with a framework for thinking and talking about their experiences (Powell & Scanlon, 2014).

Now in the 21st century, there is a big involvement of media in these issues. Media has given confidence to the victims that they can raise voice against what has happened to them. Due to the too much involvement of media society is well aware of this major social issue.

Like in Zainab Murder case, each and every Pakistani media (News Channel) gives full coverage to this case. On January 4, 2018, a six-year-old girl in Kasur was kidnapped, raped and murdered. Media channels raised their voice in news, news bulletins, and news programs and as well this case becomes a big headline of newspapers and magazines.

Statement of the Problem

Child abuse is one of the alarming issues that children and their families have to face today. In this research, researchers have tried to investigate the basic reasons for this problem and also the role media (Pakistani news channels) is playing to control or reduce this issue from society. Researchers further investigate the problems which the victims and their parents have to face, and as well as researchers will find out whether policies which government have made are helpful to control this issue or not.

Purpose of the Study

The purpose of this research is to understand the role of media and evaluate whether media plays it responsibly or irresponsibly and to give guideline to the victims and their parents that they have to speak about their rights and to support the victims that they can also start their life with a new vision.

This emotional disturbance can force them to do crimes like the victims can also become abusers. Or other reason they will attempt suicide, or they can never come back or move on their lives. All these situations

* Lecturer, School of Media and communication studies, University of Management and Technology Lahore, Punjab, Pakistan. Email: noorulain@umt.edu.pk

[†] In charge / Assistant Professor, Department of Mass Communication, GC University Faisalabad, Punjab, Pakistan.

[‡] FM Manager, Centre for Media and Communication Studies, University of Gujrat, Punjab, Pakistan.

can make their parents mentally ill or disturbed; the media has the responsibility of shaping perception. It does so by what it is reporting, but more importantly, in the language of reporting [khan & Yasmeen, 2018].

The coverage of child maltreatment by the news media increases public awareness about this issue and help individuals realize the need to report such a situation. We, therefore, assert that an increase or reduction in the number of such news stories leads to a corresponding increase or reduction in the number of reports made by child protective services. Every news channel give coverage to a story on the two basic rules which are newsworthiness of a story and the public interest of the news story. Newsworthiness about the news is that whether the news is new or not, how much less time it has happened or the news is related to you or not and how much has the human interest in that news.

According to these two rules in mind, the placement of news in the news bulletin is decided. Despite the widespread of news coverage in the world, almost one-third part of the coverage of Zainab murder case based on sensationalism.

Sensationalism in media is the key element this kind of journalism- inaccurate and exaggerated- is also referred to as yellow journalism [Jafree & Yasmeen, 2018].

Before the BOL news channel gets the CCTV, footage delivered the news that they have too much sympathy, but after getting it, they break the news with the type of words like that the victim was seen roaming with her murderer around the streets. Like what they were trying to portray either electronic media is with the victim or against the victim. In [1996:77] The UK National commission of inquiry into the prevention of child abuse recommended that "media take a more balanced and sympathetic view of children" about that issues in which the children interest is involved [Tomlson, 1997].

Media has a responsibility on its shoulder which is to guide the people who have blind faith in the media. But many of the times media become the victim of overrating, earn more profit and to create sensationalism. As what Dr Shahid Masood has done in the reporting of Zainab Murder Case, he created problems for the other journalists with his unverified report about the suspect's bank accounts [Jamil, 2018]

BOL news channel breaks the news of Zainab murder in their news bulletins ignoring all the ethics of journalism. In news bulletins parents of Zainab were blamed for their negligence, her brother was rebuked for not protecting his sister, and the list goes on. And a point came when dispossess family start believing that what has happened to her daughter is only because of their carelessness.

Pictures of little Zainab was again and again displayed on the tv screens, and the whole incident repeatedly broadcasted in the new bulletins then it became very difficult for the parents to come up from that incident.

Survivors of child abuse suffer for the rest of their lives. They face serious mental illness, psychological disorder and the negative portrayal of children in the media may result in the victims of abuse blaming themselves for their abuse. And slowly, they accept their abuse as justified [winn, 1994].

The way of portraying the incident in such a way that when the child victim becomes an adolescent. That negative stereotypes kept in mind and from child victim, he became a young abuser. And it can create more problems for society and obviously for their families [Garbarino, 1993]. More media coverage, especially to the sexually abused, has increased the climate of fear among the public [Baptist et al., 2013].

Research Objective

1. To analyze the coverage given to the events of child abuse.
2. The aim of this study is to find whether the coverage of electronic media on the issue of child abuse is becoming a reason for increase or decrease in such cases.
3. The aim of this study is to find whether the government has planned affection policies to control this alarming issue from society or not.
4. To investigate further how much impact, it has on the minds of children who have suffered sexual abuse at a young.

Research Questions

The basic research questions of this research are:

1. Are Pakistani news channels playing a positive role in covering the events of child abuse?
2. Whether Pakistani news channel Bol TV is playing a negative role in covering the events of child abuse?

3. What kind of psychological impact does the coverage leave on the wellbeing of victims and their parents?

Hypothesis

H1: The media is playing a very responsible role in covering the events of child abuse

Literature Review

Child abuse is defined in different ways in a different culture, but one thing which is common in every culture is that every culture encourages the dependence and total care for the very young for varying periods after birth as a necessity for the babies and it is also important for their survival to attach with the society. The aim of the study is to find out what child abuse actually is and what are the consequences inflicted upon society due to its increasing rate. When parents are more involved in their own lives, and they forget to give care to their children, then this type of social issues come in front of us. In the end, some suggestions are given that how it can be controlled by controlling the cultural advancements. This research is done by using a qualitative research method (Edgerton et al., 1983).

Sexual abuse is to be termed as any sexual act against the children using force and violence. This information is derived from a book which consists of many chapters each chapter consists of each stage of child maltreatment that what is child abuse, how many types of child maltreatment done in a society like social, emotional etc. This research study is analyzed after a detail qualitative research method (Bays et al., 1983).

According to [Wolfe \(1990\)](#), Child maltreatment is not a recent phenomenon. It has been done for many decades. But its prevention, the cure is done in the Twentieth century. When it was seen that child abuse has been rising day by day in the society, then western societies forced the government to take some steps to resolve this social issue. And to give awareness to the children and their parents how they can prevent themselves from becoming a victim. Keeping these points in mind the first time in the 1960s the issue was raised on media. It became mandatory to report such issues on media. The aim of the study is to identify how media show its involvement in reducing this social issue from society because this is not a social issue for one society but for the whole world.

According to [Mejia and Dorfman \(2012\)](#), the coverage of child abuse by news media can help policymakers to understand the impact of coverage on the public and then draw out suitable policies for improvement. But the news media only give coverage to extreme abuse cases, like in which the victim is murdered. All other minor abused sexual cases are ignored by media coverage. Those cases which are covered by media are framed in such a way that it gathers public attention, and it became part of stories day by day, which affect more psychologically to the victims. The aim of this study is to present an analysis of newspaper and news media on how media portray the events of child abuse. This research is done through the quantitative research method by using survey method.

According to media experts, if the content related to child sexual abuse is shared on a news channel, it is full of sensationalism. Media professionals are expected to cover a broad range of issues like the issues from economics to politics and from politics to sports. The aim of the study is to analyze the role of media and to investigate whether it's performing its responsibilities effectively or not. Interviews were conducted from the media professionals and the experts of policymakers and the government members (Angle et al., 2014).

The aim of the study is to investigate the reasons that why media is giving more coverage to the cases, and why did the media give a narrow coverage to the prevention and causes of this type of incidents the research is done by qualitative research method by using in-depth content analysis of all newspaper and TV shows the content of 12-month period of UK media ([Kitzinger & Skidmore, 1995](#)).

Pakistani media, especially the electronic media, in order to get more rating, leave no stone unturned to sensationalize the horrifying child sexual abuse cases. Profit maximization is the only reason for such pathetic sensationalism and unethical coverage of such sensitive issues. This sensitive issue should get unbiased coverage. The aim of this study is to investigate the role of journalists. Qualitative research was used, "In-depth interviews" were conducted from Pakistani and U.S media experts ([Majid & Sahar, 2016](#)).

According to [khan \(2019\)](#), Children who are the victim of this sexual abuse lead a difficult life as they have to deal with this trauma for the rest of their lives. Zainab Ansari's case has gathered much attention. The aim is to analyze the educational system and the consequences of excess and availability of internet sites that have

illegal content like pornography content and its impact on society. Quantitative research method "Interviews" was used.

Sexual abuse or maltreatment has a very negative psychological impact on the victims. Through the interview of almost 25 male victims of sexual abuse and some facts have come in front of a researcher like Anger, Fear, Homosexuality issues, helplessness, isolation, negative childhood peer relations, negative thoughts about people and self, sexuality problems and the major issue for a lifetime is self-guilt and blame. The aim of the study is to identify the psychological impact on the well beings of victims. [\(Lisak, 1994\)](#)

According to [Hanson \(1990\)](#), sexual assault on children, men, and women are different. The psychological impact on women resembles Post Traumatic stress disorder [PTSD]. This type of stress is like immediately after the sexual abuse victims feel a high level of stress. Which gradually decrease with the passage of time. Children stress it is totally different from the stress of women their stress is not closely resembled PTSD.

Child abuse has both short term and long- term effects. In short term effects, the victims become depressed, sexually dissatisfied, homosexuality, try to attempt suicide, fear of victimization. The aim of the study is to find out what are short term effects and what are long term effects. The study was conducted by using qualitative method, in which an interview was conducted [\(Beitchman et al., 1991\)](#).

Child sexual abuse events do not only disturb psychologically to the victims but also disturb their parents. The parents of the victims also start facing many psychological disorders like the victims. Parents also start facing a disease like PTSD like the victims. They bound their selves within the boundaries of their home. They start losing the confidence to face the society. This is only because of the irresponsible role of media. There is a case study of a child whose case has been on air on the news channel after the incident. The research was done by using a qualitative research method by taking interviews of the victims and their parents [\(Dyb et al., 2003\)](#)

Theoretical Framework

The theory which researchers tried to implement in this research is cultivation theory of communication. This theory was founded by Gerbner George. The primary proposition of cultivation theory is that more time you spend on watching television, more you likely believing that social or real-world reality is absolutely aligned with television reality. [\(Riddle, 2009\)](#).

The theory is describing how much time you spend in watching the specific content on television, your perceptions about that topic will start creating according to them in the real world. You will start assuming the television world and real-world is same. Television perceptions are starting influencing on you. Either your perceptions are about fashion, crime, harassment etc. The time you spend in watching negative content can enhance more your negative attitudes, and you start involving more in negative activities.

Relevance to the Research Study

According to the researcher's cultivation theory is about the influence of watching television on the minds of viewers. Because, heavy television viewers (4 to 6h) tend to fall in mean world syndrome and start considering the world to be unsafe, dangerous, and trashier. People who rigorously watch TV and predominantly news shows, tend to believe that the crime rate is increasing on a daily basis on a drastic scale. So, it has a strong impact and long-term impact on the minds of viewers. And their negative attitudes enhance day by day due to this negative attitude.

Women are objectified on television. Viewers started thinking women as an object. On the other hand, medium TV viewers (1 to 2h) will be more confident and optimistic about the world.

Methodology

Researchers have used a quantitative survey method as a research methodology to conduct research

Survey Method

Data are collected in a standardized form. It happens usually, but it is not necessarily that it is done by means of questionnaire or interviews, the survey is designed to provide a snapshot that how things are looking at its specific time [\(Kelley et al., 2003\)](#).

Universe

All the students of UMT are included.

Population

Students of Bachelors and Masters degrees at the university of management and technology Lahore.

Sample

Sample, 100 questionnaires were distributed among the students of BS and Masters of UMT. The researchers have prepared a questionnaire consisting of structured questions starting from general moving toward specific. The convenient sampling strategy was applied.

Unit of Analysis

For analysis, SPSS researcher method was used. And every student has individually analyzed.

Data Analysis

The purpose and aim of the study are to find that whether media is playing a responsible role or media is playing an irresponsible role in covering the events of child abuse. To get the answers, 101 questionnaires have been felled from the students of UMT to know that what they the opinion that either media is playing a positive role or media is playing a negative role.

Here is first is given the table of no of students who attempt this questionnaire and how many students have taken part in this survey. And the detailing of the students about who age of students has attempted this questionnaire.

Demographics

Table 1

Age	F	%
18 years-20 years	54	53.5
21 years- 23 years	46	45.5
Total	100.0	100.0

Above is the frequency and percentage of the students who attempted this question. The above table shows that 53 percent Students are from 18 to 20 age group and 47 percent students are from 21-23 age group. And all those students are from different departments so; all those students have their different opinion about these statements which are given below.

Table 2

Scale	F	%
Totally disagree	20	19.8
Disagree	33	32.7
Neutral	26	25.7
Agree	10	9.9
Totally agree	11	10.9
Total	100	100.0

From the above table, it is clear that 33 per cent of students disagreed with the statement that children from reputable families are not victims of child abuse, 27 per cent students were neutral about this statement. Whereas 26 per cent of students were also totally disagreeing with this statement. On the other hand, 11 per cent of students totally agreed with the statement that children from reputable families are not a victim of child abuse. And 10 per cent of students also agreed with this statement

Table 3

Scale	F	%
Totally disagree	32	31.7
Disagree	40	39.6
Neutral	18	17.8

Scale	F	%
Agree	8	7.9
Totally agree	2	2.0
Total	100	100.0

Through the above table, it is clear that 40 per cent of students disagreed with the statement that electronic media play a positive role in spreading awareness regarding child abuse and 32 per cent of students totally disagreed with this statement. While 18 per cent of students were neutral. On the other hand, 8 per cent of students agreed with the statement that electronic media play a positive role in spreading awareness regarding child abuse and 2 per cent of students were also totally agreeing with this statement.

Table 4

Scale	F	%
Totally disagree	7	6.9
Disagree	20	19.8
Neutral	24	23.8
Scale	F	%
Agree	37	36.6
Totally agree	12	11.9
Total	100	100.0

The above table shows that 37 per cent of students agreed with the statement that electronic media play a positive role in spreading awareness regarding child abuse, and 12 per cent of students totally agreed with this statement. while 24 percent students were neutral. On the other hand, 20 percent students disagreed with the statement that electronic media play a positive role in spreading awareness regarding child abuse and 7 percent students were also totally disagreeing with this statement.

Table 5

Scale	F	%
Totally disagree	14	13.9
Disagree	24	23.8
Neutral	25	24.7
Agree	31	30.7
Totally agree	6	5.9
Total	100	100.0

The above table shows that 31 percent students agreed with the statement that Pakistani news channels play a positive role in covering the incidents regarding child sexual abuse, and 6 percent students totally agreed with this statement. while 25 percent students were neutral on this statement. Whereas, 24 percent students disagreed with the statement that Pakistani news channels play a positive role in covering the incidents of child sexual abuse and 14 percent students were also totally disagreeing with this statement.

Table 6. Here is the table is given below to explain the opinions of students about this statement.

Scale	F	%
Totally disagree	10	9.9
Disagree	38	37.6
Neutral	32	31.7
Agree	15	14.9
Totally agree	5	5.0
Total	100	100.0

Table 7.

Scale	F	%
Totally disagree	6	5.9
Disagree	22	21.8
Neutral	37	36.6
Agree	27	26.7
Totally agree	8	7.9
Total	100	100.0

From the above-given table, it is clear that 37 percent of the students were neutral about this statement. Society show acceptance toward the victims of child abuse. While 27 percent students agreed with this statement and 8 percent students were totally disagreeing with this statement. Whereas 22 percent students disagreed with the statement and 6 percent students totally disagreed with the statement that was social acceptance towards the victims of child sexual abuse.

Table 8. Students have Different Answers About this Statement. To get their Answers First see Table.

Scale	F	%
Totally disagree	24	23.8
Disagree	29	28.7
Neutral	33	32.7
Agree	11	10.9
Totally agree	3	3.0
Total	100	100.0

Table 9

Scale	F	%
Totally disagree	9	8.9
Disagree	17	16.8
Neutral	47	46.5
Agree	23	22.8
Totally agree	4	4.0
Total	100	100.0

In the above-given data, it is shown that 47 percent students were neutral on this statement that victims have the tendency of becoming child abuser in future. Whereas 23 percent of the students agreed on this statement. And 4 percent of the students totally agreed with this statement. Meanwhile, 17 percent students disagreed on this statement like victims have the tendency of becoming child abusers in future and 9 percent students totally disagreed with the statement

Table 10.

Scale	F	%
Totally disagree	15	14.9
Disagree	37	36.6
Neutral	27	26.7
Agree	15	14.9
Totally agree	6	5.9
Total	100	100.0

From the above table, we can know that 37 percent of the students were disagree with this statement that after the hanging of the Zainab murderer case, the ratio of child abuse has decreased and 15 percent of the students totally disagreed with the statement. While 27 percent students were neutral on this statement. On the other hand, 15 percent students agreed with the statement which is after the hanging of

the Zainab murderer case, the ratio of child abuse has decreased, and 6 percent of the students totally agreed on this statement.

Table 11.

Scale	F	%
Totally disagree	15	14.8
Disagree	42	41.6
Neutral	23	22.8
Agree	12	11.9
Totally agree	8	7.9
Total	100	100.0

The table has clearly explained that 42 percent students disagreed with the statement that the parents of victims can never lead a normal life, and 15 percent of the students totally disagreed with it. While 23 percent students were neutral. Whereas, 12 percent students agreed on this statement, and 8 percent students totally agreed with the statement that victims of child abuse could lead a normal life.

Table 12

Scale	F	%
Totally disagree	25	24.8
Disagree	25	24.8
Scale	F	%
Neutral	27	27.7
Agree	20	19.8
Totally agree	3	3.0
Total	100	100.0

From the above-given table, 27 percent students were neutral about the statement that the government has planned good policies to control child sexual abuse. 25 percent students disagreed with the statement furthermore 25 percent students were also totally disagreeing with the statement while on the other hand 20 percent students agreed on the statement and 3 percent students totally agreed with the statement that government has plan good policies to control child sexual abuse.

Table 13

Scale	F	%
Totally disagree	3	3.0
Disagree	12	11.9
Neutral	18	17.8
Agree	22	21.8
Totally agree	45	44.6
Total	100	100.0

In the above-given table, it is shown that 45 percent students totally agreed with the statement that strict punishments to child abusers would decrease the no. of cases 22 percent of students also agreed with the statement. Meanwhile, 18 percent of the students were neutral. Whereas, 12 percent of the students disagreed with the statement strict punishments to child abusers will decrease the no. of cases and 3 percent of the students also disagreed with the statement.

Table 14

Scale	F	%
Totally disagree	6	5.9
Disagree	11	10.9
Neutral	16	15.8
Agree	42	41.6

Totally agree	25	24.8
Total	100	100.0

In this table, it is clear that 42 percent of the students agreed with the statement that victims of child abuse suffer depression and stress for the rest of their life and 25 percent of the students also totally disagree with the statement. While 16 percent of the students were neutral. While 11 percent of the students disagreed with the statement and 6 percent of the students were totally disagreeing with the statement that victims of child abuse have suffered depression and stress for the rest of their lives.

Table 15

Scale	F	%
Totally disagree	4	4.0
Disagree	11	10.9
Neutral	14	13.9
Agree	44	43.6
Totally agree	27	26.7
Total	100	100.0

It is clear from the above-given table that 44 percent students agreed with the statement that victims and parents suffer from mean word syndrome and face frustration and 27 percent of the students were totally agree with the statement. While 14 percent of the students were neutral about this statement. Whereas 11 percent of the students disagreed with this statement and 4 percent of the students were totally disagreeing with the statement that victims and parents suffer from mean word syndrome and face frustration.

Discussion

In the current study, it was hypothesized that media plays a responsible role in covering the events of child abuse or the media plays a very irresponsible role in covering the events of child abuse. The results showed that media is playing an irresponsible role in covering the events of child abuse. It shows that sometimes, for rate game media use type of words, after hearing those words, victims consider himself abuser, not a victim.

Media use those words through which the victims feel that they are their self-responsible for the incidents which has happened to them. Literature shows that news media represent the child abuse in a very inappropriate way and media also fails in highlighting its societal dimensions [\[Hove et al., 2013\]](#).

While covering such type of issues, news channels covered them for only one purpose that which channel will break the news of child abuse first will get more rating. And those channels that break this news later will get less rating. So, for this rate, game media play a very irresponsible role in covering the events of child abuse.

When news channels break the news, they show that they have full sympathy for the victim of child abuse and their parents. But after getting too much rating, the news channels become totally unknown from that event. The content which is shared on news channels it is only shared for the sake of sensationalism. And to sensitize those incidents more and more.

Literature also reveals that Pakistani electronic media leave not a single point to sensationalize the horrifying events and tragedies of child sexual abuse [\[Majid & Saher, 2016\]](#)

In the current study results also revealed that Pakistan news channels like Bol TV use the very inappropriate word for the victims of child sexual abuse and their parents. They use those words like a victim of child sexual abuse is not a victim he or she himself the abuser. They use such words that instead of giving punishment to the child sexual abuser, victims and their parents not try to raise the voice against the criminal by the terror of their insult and frightened that through raising their voice against incidents the whole world may know them and then the world will not accept them. So, in such a situation instead of giving comfort zone to those people, the media saw them a more horrifying situation.

Literature also demonstrated that due to these inappropriate words some facts come in fronts like victims and their parents feel more fear, anger, homosexuality issues, helplessness, isolation, manliness issues, negative childhood peer relations, negative thought about people, negative thought about self, sexuality problems and the major issue for a lifetime is self-guilt and blame [\[Lisak, 1994\]](#).

It was also found out through the coverage of electronic media; public know the incidents of child sexual abuse and the government also plan good policies to control such issues or to reduce these policies from the society. But when the media don't give fair and free coverage to these issues and give more coverage to other political issues. Then the government will also be more focused on the political issues and will not try to make good policies to reduce such issues from the society until or unless these issues become their personal issue rather than the societal problem.

While answering the statement 13 of the questionnaire, it was clear highest majority of the student's 25 percent have nullified the statement that government has planned good policies to control child sexual abuse, while 25 percent students were also totally disagreeing with this statement.

Results have also been suggested that after the hanging of Zainab murderer, the number of cases of child sexual has not been increased. This is only because the hanging of murderer of Zainab has become a moral lesson for the other abusers of child abuse.

It was clear from table 5.11, the highest majority of the students of 38 disagreed with the statement that after the hanging of the Zainab murderer case, the ratio of child abuse has decreased. 15 percent of the students were also totally disagreeing with this statement.

The hanging of Zainab murderer has been delayed for a long time when the case of Zainab left very dim marks on the minds of the public. And many of the abusers thought that they would not get strict punishment because they will pay a little amount of money to the police or other judicial department in return to get their absolution.

Results also suggested that victims of child abuse and their parents have to face too many problems due to this inappropriate behavior of Pakistani news channels like Bol TV leave a very bad impact on the minds of victims. Sometimes this impact can be short term or some time it can be long term.

While answering the statement 14 of the questionnaire, from the table 5.15 highest majority of the student's 43 percent were agreeing with the statement that victims suffer depression and stress for the rest of their life due to childhood experience. The second highest 25 percent of the students were also totally disagreeing with this statement.

As it is already discussed in the literature. Short term impact must be like depression, sexual dissatisfaction, homosexuality, try to attempt suicide, fear of victimization. And in long term impact the effects might be like disturbed home environment, negative thoughts in minds, the victim will start to become an abuser in a sense to take revenge of his victimization (Beitchman et al., 1991)

Conclusion

It is concluded that the role of media in covering the events of child abuse is very irresponsible, media does not give coverage to such issues to reduce this issue from the society and to give a comfortable zone to the victims of child abuse. It is only because media give coverage to such incidents to sensationalize such incidents or to get more rating of their channel.

Pakistani news channels like Bol TV use very inappropriate words for the victims of child abuse and their parents. And these inappropriate words leave a very negative impact on the minds of child abuse. Victims and their parents never come up from that trauma due to such negative impact of coverage of events of child abuse by news channels. And due to this negative impact victim of child abuse and their parents consider this world too much meaning. And the victims of child abuse will try to become abusers. And that's the reason this problem is spreading day by day in society.

The government should plan good policies to reduce this issue from society. These policies are acceptable for society. And these policies should be executed in society. So that more children will not become a victim of child sexual abuse, and more parents will not face such traumas in future.

Recommendations

- PEMRA must restrict the news channels to use negative words for the victims of child abuse
- PEMRA must discourage them from sharing such sensationalist content on the media.
- Pakistani news channels like Bol Tv must not use inappropriate words for the victims of child abuse.
- The government must make such policies by whom the no. of cases of child abuse can reduce from the society as much as it can.

- The public must discourage the news channels for such sensationalist coverage on the sensitive issues of child abuse
- Higher authorities like PEMRA should have full control on the Pakistani news channels that inappropriate words would not be used for the victims and their parents.
- Pakistani news channels should give more coverage to the causes and preventions of such incidents rather than giving too much coverage to the incidents.
- Pakistani news channels should be more active to give more coverage to such sensitive events of the society rather than giving more coverage to the other issues like politics, sports etc.
- The government should make applicable policies to control the incidents of child abuse.
- The government should show more concern to control child abuse incidents rather than to be more focused toward their political affairs.
- Society should not blame the victims and their parents for the events which have happened to them. Society should show acceptance to the victims of child abuse and their parents.

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