

# Creation of Positive Television Campaigns to Reduce Child Sexual Abuse in Pakistan

Muhammad Imran Ali<sup>1</sup>



AMCAP - Journal of Emerging  
Social Scientist  
Vol. 01, No. 01, 47-59, January  
2020

<http://amcapjess.net/index.php/jess>

## Abstract

*Child sexual abuse is becoming more devastating in Pakistan. The criminal justice system is an important tool to curb this evil but the people in our country are not well aware of this problem. Law and media have become inescapably intertwined. Because a relatively small proportion of the public has direct experience with the justice system, public knowledge and views of law and legal system are largely dependent on media representations. In fact, law, crime, and justice are frequent topics of media coverage. This paper consists of two parts. Part one of the paper discusses the role of electronic media in covering child sexual abuse cases. Part two discusses the role of electronic media as a medium to launch awareness campaigns on child sexual abuse. A literature review method is adopted for this research paper. Electronic media can create mass awareness about significant issues pertaining to child sexual abuse and exploitation through telecasting spots, special features, serials, producing films, documentaries, and feature films in order to create public opinion to prevent sexual violence against children.*

**Keyword:** *Child sexual abuse; Electronic media; Awareness campaigns; Pakistan*

<sup>1</sup> Lecturer at the Department of Law, Lahore Leads University Pakistan; a practitioner of law since 1998 and a doctoral candidate LLD (Public Law) in the Faculty of Law, University of Pretoria, South Africa

## Introduction

Child sexual abuse is not a new phenomenon, but has become more important in recent years, especially with regard to media coverage. Attention to the problem of sexual abuse of children has increased over the last two decades in the popular media, as well as in the research literature on child sexual abuse (Jewlees, 1999). Researchers in this field agree that the sexual abuse of children is an extraordinary problem, because it is extremely difficult to distinguish actions due to the way it happens, because in many cases they are hidden. In most cases, the victim is the only witness and the offender is often someone who knows the victim well and whom the victim trusts and respects (Levy, 1989). Criminal law is a very important tool in the treatment of child sexual abuse cases, as it serves, inter alia, to determine whether a suspected criminal should be punished for what is considered a criminal behavior. It is a crime and is punishable by the society (Bruchel & Milton, 1991). Legal reforms play a fundamental role in protecting and safeguarding the rights of vulnerable children. Criminal justice is an important tool to reduce the problems of sexual abuse of children in civil society. The ultimate goal of criminal justice is to prevent certain behaviors that society

considers to be harmful or potentially harmful to members of the public (Findlay and Odgers, 2010). Legislation is one of the most important weapons for empowering children to protect their rights. Appropriate legislation does not necessarily mean that it is implemented and that its presence creates a capable offer and obligation that can force the state to act and promote a progressive value system (Bajpai, 2003). The law and the media are inextricably linked. A small part of the population has direct awareness about the legal system, its knowledge and opinions regarding law and legal order are strongly dependent on media representation (Surette, 1984). The media promote the social and political values of the status quo (Voumvakis & Ericson, 1984).

The media institutions are widely recognized as the fourth power of democracy, informal universities and opposition outside parliament. Media professionals are invited to take on the role of inventors of the public service in a democracy. Communication methods must play an effective role in protecting children's rights in a wide range of contexts. Media professionals have a social obligation to create public opinion and to inform the various actors about a series of problems or cases of child abuse or exploitation. Television was one of the most important inventions of the 20<sup>th</sup> century. It is a multi-communication automotive vehicle that includes models, graphics, images, displays and other aspects of television program production. The live television character allows transferring images and information almost immediately. The primacy of television is the unique audiovisual transmission of diversified programs at all levels of society.

Electronic media can create awareness about important issues related to children's rights, such as compulsory birth registration, provision of health services, reduction of malnutrition and in particular sexual exploitation and sexual abuse of children in a series of programs related to children, television advertising, special functions, children's rights series, film production, documentaries, children's films and public opinion on how to prevent sexual violence against children.

Children's rights are a major concern in today's society, where the rights of the child and the abuse of children are increasingly violated. The media have played an important role in raising citizens' awareness of children's rights (Gough, 1996). The media has some influence on raising awareness of child abuse and its expansion, characteristics and cultural significance (Atmore, 1996). The media should wake up various stakeholders to protect children's rights through good reports, analysis, criticism and other constructive suggestions. The media must also inform people about various constitutional, legal and governmental provisions on the protection of children's rights (Wurtele & Miller-Perrin, 1993). The portrayal of children in the media and the portrayal of sexuality and violence certainly have an impact on the psychological health of children. Researchers have determined that the media must be sensitive to children's rights. Media professionals are also encouraged to support professional ethics when they are reporting about minors. The Convention on the Rights of the Child (CRC, 1989) defines children's rights as fundamental and essential to the well-being of the child and essential to the child's life and development. The fundamental rights for the child are also included in different national constitutions. Media professionals have a social responsibility to report real cases of child abuse, sexual abuse and exploitation, child labor and child trafficking to bring the culprits to the book and to ensure that victims of infringements of children's rights are rehabilitated. Media representations are the primary source of information on social problems for many people (Hutson & Liddiard, 1994).

Child sexual abuse is a serious problem in Pakistan. Pakistan signed the Convention on the Rights of the Child (CRC) on September 20, 1990 and ratified it on November 12, 1990 (Sadruddin, 2011). Under this agreement, Pakistan is obliged to apply the provisions established by the CRC through the harmonization of national policies, legislation, programs and action plans. The media, therefore, has a crucial role to play in raising awareness of children's rights and responsibilities and in ensuring the promotion and protection of children's rights. The involvement of the media in raising awareness of children's problems is important because public opinion and decision-makers are aware of and involved in the protection of children's rights, as inadequate child policies can contribute to the violation of children's rights. This is particularly important in countries that do not have comprehensive legislation on the sexual abuse and exploitation of children, including Pakistan. The laws addressing child sexual abuse are not adequate enough to tackle this problem in Pakistan (Ali, 2017).

### Literature Review

Human life is strongly influenced by media institutions such as television (Tahira & Farhana, 2017). The researchers studied the impact of television on children and found that the global nature of television should be considered in terms of protecting children's rights. The Convention on the Rights of the Child (CRC, 1989) motivates States Parties to develop appropriate laws and guarantees to protect the rights of children (Alston & Parker, 1992). States Parties facilitate the exercise of rights in a way that reflects the child's ability to develop (Lansdown, 2005). Television is capable of transmitting certain images into the minds of children in a developing socio-cultural world (Berry & Gordon, 1993), and is a means of socialization, and its effects cannot be separated from other socialization factors such as the family and school (Andres, 1994). UNICEF assessed the rights of the media and minors during the 10<sup>th</sup> anniversary of the Convention on the Rights of the Child (CRC, 1989) on the basis of the practical experience of working journalists. The manual covers a number of important issues such as media professionals and children's rights, abuse and sexual exploitation of children, disabled children, children and discrimination, children and family, child labor, conflicts between children and armed, health and well-being of children, children and the media (UNICEF 1999). It has been studied that seeing educational television programs as pre-school children is associated with higher grades, more reading books, more value, more creativity and less aggression (Anderson and Daniel, 2001).

Television is also considered one of the most popular forms of mass communication and entertainment in modern society. Studies have shown that television is under-utilized as an educational tool to protect children's rights (Lemish, 2007). Research has shown that television should be used to raise awareness of children's rights and progress (Nielson, 1998). The Convention on the Rights of the Child (CRC, 1989) has led to a new global awareness of the violation of children's rights and laid the foundations for the effective implementation of appropriate programs in different countries (Byrne, 1990). The media has played a very positive role in making child rights issues one of the most important political and social issues. In this situation, there was an urgent need to monitor the information and problems of the children, the media were dealing with. The media were needed to raise public awareness of the abuse and rejection of minors, not so much through targeted community education campaigns, but through ongoing news and activities reporting on specific cases, research initiatives and interventions (Gough, 1996). Role of media is essential in

increasing society's awareness of, and response to, child sexual abuse and neglect. In short, media provides platform of debate, choices of subjects, participants and opinions shape the agenda and its contents (Maley, 2000). There is lack of effective laws addressing child sexual abuse in Pakistan. The legislature is responsible for meaningful legislating for child protection (Gillani, 2009). Mostly the people are unaware of the problem of child sexual abuse and its effects. They find it difficult to register a case in a police station. The incidents which are reported and reach to the media are mostly the cases where abuse and exploitation have led to death or serious casualties (Fsihuddin, 2006). The Media play a pivotal role in influencing perception, attitudes and behavior of society and increase awareness in social issues. It also influences responses of public, professional and political sphere under specific circumstances in preventive and intervention strategies (Brawley, 1995). Positive electronic media awareness campaigns can reduce child sexual abuse in Pakistan.

### **Research Methodology**

This study will rely on the literature review method. A legal historic research design was considered most suitable for the topic “Creation of Positive Electronic Media Campaigns to Reduce Child Sexual Abuse in Pakistan” An analysis of the books, journal articles and relevant laws is adopted to draw the existing data.

### **Child Sexual Abuse**

Sexual abuse of children is generally a collective term describing vague sexual acts (Calder, 1999). Child abuse is part of the harm done to minors by prohibited, immediate and preventable human acts (Finkelhor and 1988). Child protection measures have grown since the adoption of the Convention on the Rights of the Child (CRC, 1989). Efforts by States to fulfill their obligations under the Convention have increased the interest in protecting minors in South Asia (Desai, 2007). The sexual exploitation of children is a universal problem. It is estimated that 2 to 62% of girls and 3 to 16% of boy are victims of sexual abuse. The variation in the percentage of child sexual abuse depends on the definition of child sexual abuse by each culture and country (Johnson, 2004). Therefore, sexual abuse of a child may consist of a series of intact tactile activities directed at the child. This will include inappropriate comments, contacts, sharing pornography with a child, exposure (by someone at a party) and rape. It can be both violent and non-violent acts (Loar, 1998).

### **Law and Media**

The law and the media are closely involved. The small community with direct experience depends on the legal system, public information, legal opinions and the legal system on media images (Surette, 1984). Indeed, the law, the crime and justice are often subject to the media. Much of the local news relates to crime and justice and much of the national news covered legal issues (Graber, 1980). The way legal proceedings are covered also varies. In USA, it is common today to watch television programs containing video evidence of ongoing legal proceedings or interviews with journalists who have covered controversial cases. This issue focuses on the path and the meaning of the law and the media. An analysis of the coverage of crime and justice shows that the ordinary mirror does not accurately reflect reality. The focus is on violent and sensational crimes committed by people who cover false and real resources, paying particular attention to law enforcement and the early stages of the judicial process (Valerie, 1990). Positive electronic media campaigns are necessary to reduce child sexual abuse.

### ***Media Impact on Child Sexual Abuse***

Child abuse is increasingly the subject of live TV shows, documentaries, films and theater productions. Television programs often follow information about where victims and potential offenders can ask for help, and often phone numbers are shown to call (telephone help lines).

The Victorian (1992) and New South Wales (1986-1988) mass media campaigns sought to draw attention to child sexual abuse. People could remember the slogans used for the campaigns: “Child Sexual Assault, its Often Closer to Home than You Think,” “Child Sexual Assault Offenders. No Excuses Never Ever,” “Child Sexual Assault is a Crime” and “Stand Up Victoria: Stand Up Against Child Sexual Abuse.”

Victorian and New South Wales media campaigns include TV advertising, charity advertisements, print advertising, information brochures, stickers, billboards and hotlines. These services can provide information and backup resources to parents seeking additional advice after watching the program. The staff at these centers can identify and pass on families who may need more intensive care (Sanders, Montgomery & Toussaint, 2000).

### ***Media Campaigns and Child Sexual Abuse***

Media campaigns, as well as media coverage of child maltreatment and neglect, play an important role in presenting topics such as sexual abuse of children in public and on the political agenda (Lindsey, 1994). Media play a key role in communication information and opinion forming. The media track events where few of us live directly and make external events conspicuous and relevant. Mass communication differs greatly from other forms of communication. Mass communication allows thousands of people who are not linked to the sender to be "touched" simultaneously. It depends on “technical devices” or “machines” to quickly broadcast messages to a different audience, often unknown to each other. It is accessible to many people, but can be avoided. It is performed by specialists who want to convince the potential audience of the benefits of their attention. It is “controlled by the guards” who censor the content of the messages. And unlike individual communication, a minimum and deferred feedback is sent to shippers (Gamble & Gamble, 1999). However, mass communications have opportunities and limitations that need to be taken into account when eliminating problems based on social mass such as child sexual abuse and exploitation. The strength of the media is to put issues on the public debate agenda, increase local awareness, raise awareness and communicate simple information. The families limit their ability to communicate complex information, give skills, change attitudes and beliefs, and change behavior when there are other factors (Wellings & Macdowall, 2000).

However, mass communication identifies opportunities and constraints to consider when planning a mass exclusion. Encourage families to promote positive attitudes toward children and end abuse before they begin or even begin (primary prevention). Groups of people considered particularly vulnerable to offensive behavior (secondary prevention) could be addressed. In addition, a campaign or program could target families who have already been abused to prevent further abuse (tertiary prevention). A media campaign can be effective, but it does not mean anything if the campaign is not integrated into a holistic approach that addresses the different aspects of the problem to be solved (Peter White, 1988).

Historically, children have little or no social status (Archard, 1993). Deprived children, considered to be the property of their parents or guardians, may be treated as their “owners” (Archard, 1993). For example, in the UK Kidscape interview in the UK, the following was interviewed: “People do not

want to be involved in child sexual abuse as incest.” We are trying to convey this message to the press, but it is highly suspicious. It is easier and safer to focus on strangers and bullying (Kitzinger and Skidmore, 1995). Television can be a stronger means of contacting than peers and teachers (Hutson, Watkins & Kunkel 1989). Television programs often contain information about where victims and offenders / potential offenders can seek help, and the called telephone numbers (telephone lines) are frequently displayed.

It is sometimes said that the drama reaches the parts where documentary cannot (Campbell, 1989). There is a British Broadcasting Cooperation (BBC) script that represents the other side of the saga about sexual abuse of Cleveland - "The story of a child". Sexual assault on TV causes terrible problems, the TV is all about seeing something, but it censors what we need to see to understand why it bows to decency and, therefore, contains what is known. The power of factual imaginary drama "invites you to think: what would you do if you faced the face of that child, his fantasy full of fear and death, hunger, his stubborn silence, his painful ass. And what would you do if those riddles were amplified by his little sister showing you a sexual relationship with a daddy dolly? (Campbell, 1989).

A documentary entitled *Beyond Belief* in the UK in 1992 called for new evidence of satirical abuse / ritual in the UK. Following the program, help lines were overloaded with calls from people who had been sexually abused or ritual. The program seemed to allow the callers to talk about their experiences and their gratitude that someone had taken their views seriously (Scott, 1993). Provided that the play will not cause guilt on the child, it can be very useful (Hellen, 1998).

Some writers promote the film as an education aid on child abuse. The vehicles provided a vehicle that contradicts any other attempt to educate children and adults about the prevention of abuse (Byers, 1986). The film offers an opportunity for many subjects, because children's stories are not taken into account, the perpetrators are not punished and the conjugal experience of sexual abuse on a child is attracted. The impact of these issues on those involved could be investigated effectively. Hoefnagels and Baartmann documented a mass media campaign in Western Europe entitled "Some secrets to talk about" - Western Europe in 1997. This campaign, which was directed at children, aimed to increase disclosures of abuse.

It started with a TV program titled "Some secrets to talk about" and it was a campaign slogan. Another 20 programs followed documentaries on the subject of sexual abuse of children. The campaign also included TV advertisements, newspaper and magazine articles, stickers, billboards, leaflets and leaflets. The campaign lasted nine months. As part of the campaign, almost three hours were sent to child line services. The media had a clear impact on the disclosure process. As in many social and political climates where sexual abuse is widespread and media campaigns are organized, the resources needed to meet the needs of abused children (Hoefnagels and Baartmann 1997). Media campaigns that raise awareness about child maltreatment and renunciation can only be effective if they support at least a corresponding increase in human and material resources to tackle the problem.

### **Recommendations for a National Media Campaign to Reduce Child sexual abuse**

A national, integrated and complete media campaign was planned in 1992 to prevent child abuse. The recommendations state that: "Media and local media campaigns, as well as internal media (e.g. TV, radio) and the media (e.g. Poster, cinema) must target the general public, parents, children,

makers, victims and indirect professionals (Donovan, 1992). A variety of media methods should be used, including advertising, services from non-profit organizations, advertising (e.g., articles and documentation), and edutainment (the deliberate inclusion of educational messages in entertainment vehicles such as TV soap operas).

Media campaigns can carry out different activities but above all: a) register the issue on the agenda of the Community; b) invent the problem; c) reports on the generation of abuse; d) additional resources / information to people; e) change in social norms; f) modeling appropriate and inappropriate behaviors; and g) increase the awareness of the target group and their behavior and, therefore, the likelihood that the person will assess their behavior and their responsibility.

Sexual abuse of children is non-impulsive but prudent and planned behavior. Media campaigns are, therefore, called “window of opportunity” (Donovan, 1992). This “window of opportunity” is the time between deliberations and calculations on sexual offenses in relation to the attack and the actual incident of violence. Multimedia messages targeted at potential perpetrators during this time can prevent abuse or repeated abuse: We need to focus on perpetrators when they first plan sexual assaults, and we need to focus on using those motivations, to eliminate the normal prohibitions of the child sex (Donovan, 1992).

### ***Child Sexual Abuse in Pakistan***

Child sexual abuse (CSA) is an ongoing problem that affects the physical, social and psychological well-being of children around the world (Pinheiro, 2006). It is expected that 73.6% of girls and 15-10% of boys will fall victim to sexual violence in the world (Callender & Dartnall, 2010). Child abuse in Pakistan is not only a serious problem, it is increasing every day. This problem is hardly addressed because it is a social and cultural taboo in Pakistan. The situation in Pakistan is not better than that of other developing countries; however, the lack of government-level statistics on the prevailing child sexual abuse situation makes it more important (Malik, 2010). Pakistan is a developing country and there are many factors, such as lack of awareness of child sexual abuse i.e. conceptual knowledge, theoretical underpinnings of this phenomenon, the adverse effects on victims, the lack of knowledge about sex offenders, and lack of appropriate legislation make child sexual abuse a challenge in Pakistan.

Many cases of child abuse have not been reported in Pakistan (Ali, 2017). Social taboos on sexual problems, religious restrictions, false reputation and social status of honor are also the reasons to hide these facts or a denial (Tahira, 2014). In most communities, especially in Pakistan, families are still afraid of exposing a child's sexual abuse due to social taboos about virginity of women and taboos about gay experiences of men.

In Pakistan, there is no official department that can track and keep record of sexual offences cases (Ali, 2017). Due to the social structure, most cases of sexual abuse of children are not reported. In Pakistan, it is very difficult to get reliable information on child protection issues. Child sexual abuse is a very sensitive and malicious problem. That is why children cannot share their experiences, and even if they do, parents often feel embarrassed to tell other about it.

The child protection system in Pakistan is still in its growing stage (Pulla, Maliha & Amber, 2018). The lack of information creates a lack of understanding of the true nature and scope of child protection issues in Pakistan. Statistics on child abuse are more predicted in Pakistan than in reality, as the country addresses the problem (Tahira, 2014). According to the Sahil report, there were a

total of 3832 reports of sexual abuse in 2018. These cases increased by 11% compared to 2017. This report shows that 55% of victims are girls and 45% are boys (Cruel Numbers, 2018).

### ***Role of Electronic Media in Child Sexual Abuse Cases in Pakistan***

In the industrialized world, television has become a pervasive pastime activity that requires more time than any activity except work and sleep (Sigman, 2007). It can be found in homes, offices, restaurants and bedrooms that have become an integral part of our lives. It is a widespread observation that has changed the economic and social model of the world (Besley, 2008). Television influences our view of religion, celebrities, politics and norms, as well as all cultures and norms (Spingel, 1992).

The content presented on television influences the ideas and behavior of the public. It helps shape ideas and attitudes. It affects our career. Some authors also pointed out that TV talk shows aimed at presenting and concentrating on social issues have a significant impact on the audience, such as talk shows and ranks in terms of negative exercise effects, such as dowry, child marriage, sexual abuse and sexual exploitation of children in society (Tahira & Farhana, 2017).

A six-year-old girl was kidnapped, raped and murdered on January 4, 2018 in Kasur (Dawn, 2018). The incident itself could have been a watershed moment of child abuse, gender-based violence and child rights legislation, in which the media undertook to raise and push the case to a conclusion. This much noticed case of rape was, after some time, pushed into the background by the media. There is little noise in the legislation. And it seems people have forgotten or lost interest in this case. In this case, there was too much noise to reform laws relating to child protection from sexual offences. It is, therefore, useful to examine how the media has reported this incident and how its actions are trivialized and, in some cases, obscured the nature and gravity of the situation. In fact, the electronic media has turned the bloody situation into a kind of circus by dealing with rape. On the red support, the Breaking News sticker indicated a small update of the case. This moment had to be used to improve awareness, attention, legislation, but too much noise is generated through case-by-case reporting rather than phenomenal coverage (Saniya, Shaista, & Shujaat, 2018). The rules and regulations of the Pakistan Electronic Media Regulatory Authority (PEMRA) have been completely violated due to the identity of the victim. Although strict measures are needed in almost all media to focus the culprits but the focus remained on the victim and her family. There are few contents on the laws and methods of preventing child sexual abuse e.g. parent education, guidelines to protect and educate their children, and on sexual education for children. In such a high profile child sexual abuse case, only 115 news items discussed laws and prevention strategies. This number represents only 8.34% news items of the total case information in three weeks (Saniya, Shaista, & Shujaat, 2018). Geo News is one of the positive examples of media activity. “Aaj Shahzeb Khanzada Kay.” The host, Shahzeb, not only discussed laws but also made the case about why sex education should be taught to children as part of school curriculum.

### ***Prevention of Child Sexual Abuse through Electronic Media Campaign in Pakistan***

Media has significant influence on how society understands and approaches a problem. Dominant media can influence people regardless of their preferred stance or personal experience. Television has a social responsibility of providing adequate coverage of the issues and concerns of child rights protection on a priority basis. The public and private television channels should develop awareness campaigns to educate people about child sexual abuse. Television should enable the public and

children to understand the constitutional, legal, administrative provisions for protection from sexual offences. The public and private television channels should teach the children modern techniques of deviance and ways to achieve high goals in life and live a life free from sexual abuse and exploitation in the new millennium. Electronic media will achieve this goal through television documentaries, short telefilms, TV advertisements, talk shows, TV soap and operas. There must be a new repertoire that reflects public anger over this heinous crime and also creates safeguards that prevent any kind of sexual violence to children.

### Conclusion

Child sexual abuse is a serious problem in Pakistan. This issue was highlighted in the media after Zainab's case in Kasur. Before this incident, the sexual abuse of more than 200 children in the same city caused unrest in the media and in the countryside. The number of cases of sexual abuse of children has increased in recent years. Sometimes society does not realize that children are the most vulnerable group in our society and, therefore, need maximum protection. There is little public awareness of the sexual abuse of children and related laws. People are not well informed about the sexual abuse laws and the reporting of sexual offences in the criminal justice system and have only some knowledge about it through friends and media. Preventing the sexual abuse of children must be a priority.

As a public watchdog, electronic media can play a role in the effective dissemination of information. Unlike other media, television is one of the most powerful media. With the advent of satellite and cable television, television is now called "homogenizer". Increased awareness plays a vital role in determining responses to sexual violence against children at all levels.

Currently, children's integrated development and protection of their rights are seen as key aspects of human resources development in Pakistan and other developing countries. The media has a great social responsibility in protecting children's rights and promoting the healthy personality of children in the 21<sup>st</sup> century. The role of television in the protection of children's rights requires worldwide scientific research.

In Pakistan, electronic media campaigns can directly and indirectly bring about positive change in order to reduce the sexual abuse of children within this large population. We have awareness campaigns that address issues like gambling, acceleration, illegal drug use and traffic rules awareness. However, no comparable efforts have been made at the provincial or federal level to prevent child sexual abuse. Creating awareness plays a crucial role in determining responses to sexual violence against children at all levels. The increased awareness of child abuse and the laws addressing this problem have led to a better understanding of this complex problem. The lack of State laws and the ignorance of people about the available laws are the only possible causes that prevent sexual abuse of children in Pakistan.

The electronic media, in particular must adhere to the self-imposed code of conduct, which complies with national laws, in particular as regards the privacy and confidentiality of victims of sexual abuse and their families. Public awareness of the reality of child sexual abuse, including its most disgusting forms, is also important for prevention. The media's attention to cruel sexual abuse and the abandonment of children is inevitable. While this coverage is sensational, it serves as a vague reminder of the vulnerability of children to adults and must be valued and protected.

## Recommendations

- Improved public understanding of child sexual abuse and its prevention
- Training for public and professionals about how to consume and engage with media
- Direct public awareness campaigns
- Gaining public trust through enhanced resources and transparency
- Establishment of meaningful linkage between television broadcasting and child rights protection agencies in the country.

## References

- Ali, M. I. (2017). The Legislative Developments in the Criminal Justice System of South Africa addressing Child Sexual Abuse: Lessons for other Developing Countries. *Child Abuse Research in South Africa (CARSA)*, 18 (1), 97-107.
- Alston, P. , & Parker, S. (1992). *Introduction: Children Rights and the Law* (eds) Clarendon Press, Oxford, UK.
- Andres, Albero & Magdalena. (1994). *Children and Television: An Ecological Perspective*, International Sociological Association.
- Anderson, Daniel, R. (2001). Early Childhood Television Viewing and Adolescent Behavior: The Recon tact Study. *Monographs of the Society for Research in Child Development*, 66(1), 1-158.
- Archard, D. (1993). *Children: Rights & Childhood*. Routledge, London.
- Atkin, C. K. & Freimuth, V. S. (2001). *Formative Evaluation Research in Campaign Design in Public Communication Campaigns*, Sage Knowledge.
- Atmore, C. (1996). Cross Cultural Mediations: Media Coverage of Two Child Sexual Abuse Controversies in New Zealand/Aotearoa, *Child Abuse Review*, 5 (5), 334-345.
- Bajpai, A. (2003). *Child Rights in India: Law, Policy and Practice*. Oxford University Press, New Delhi, India.
- Berry & Gordon, L. (1993). *Children and Television Images in a Changing Socio-Cultural World*. SAGE Publications, India.
- Besley, J. C. (2008). Media use and human values. *Journalism & Mass Communication Quarterly*, 85(2), 2311-330.
- Bruchel, J. Milton, J. (1991). *Principles of Criminal Law*. Juta & Co Cape Town South Africa.
- Buckingham, D. (1993) *Children Talking Television, the Television Literacy*. London: The Free Press.
- Burrows, D. (1988). Mass media campaigns: Worthwhile or wasted resources. *Connexions*, 8(4), 14-16.
- Byers, J. (1986). Films for child sexual abuse prevention and treatment: A review. *Child Abuse & Neglect*, 10, 541-546.
- Byrne, D. (1990). The Rights of the Child. *Poverty*, 74, 13-15.
- Calder, M. C. (1999). *Assessing Risk in Adult Males Sexually Abuse Children in Sexual Abuse of Young Children in Southern Africa*. Russell House Publications United Kingdom.
- Callender, T., & Dartnall, L. (2010). Mental health responses for victims of sexual violence and rape in resource-poor settings. *Briefing Paper, Sexual Violence Research Initiative*. Retrieved from: [http:// www.svri.org/MentalHealthResponses.pdf](http://www.svri.org/MentalHealthResponses.pdf).

- Campbell, B. (1989). Trial by testimony. *New Statesman and Society*, 2, 44-45.
- Cleverley, J. & Philips, D.C. (1987). *Visions of childhood: Influential models from Locke to Spock, Allen & Unwin*. St.Leonards, NSW.
- Desai, M. (2007). Towards a Comprehensive Cross-National Conceptual Framework for Child Protection. *Social Development* 29 (3),1-18.
- Donovan, R. (1992). *Communication Strategy and Recommendations*. National Child Protection Council, Donovan Research.
- Venkat, P., Maliha, G., & Amber, A., (2018). Child Protection System and Challenges in Pakistan, *Space and Culture, India* 5 (3), 54-68.
- Findlay, M. Odgers, S. (2010). *Australian Criminal Justice*. Oxford University Press Australia.
- Finkelhor, D., Korbin, J. (1988). Child Abuse as an International Issue, *Child Abuse & Neglect*. 12. 3-23.
- Gamble, T. & Gamble, M. (1999). *Communication works*. McGraw Hill, Boston.
- Gillani, U. (2009). Child Sexual Abuse in Pakistan: The Need for an Indigenous Scientific Knowledge Base, Effective Policy Making and Prevention. *Pakistan Journal of Criminology*, 1 (3), 81-96.
- Gough, D. (1996). Defining the problem. *Child Abuse & Neglect*, 20 (11), 993-1002.
- Hellen, N. (1998), "Bennett pens TV child sex drama", *Sunday Times*.
- Hoefnagels, C. & Baartman, H. (1997). On the threshold of disclosure: The effects of disclosure of a mass media field experiment. *Child Abuse & Neglect*, 21 (6), 557-573.
- Hutson, S. & Liddiard, M. (1994). *Youth homelessness: The construction of a social issue*. Macmillan, Basingstoke.
- Hutson, A., Watkins, B., & Kunkel, D. (1989). Public policy and children's television, *American Psychologist*, 44 (2), 424-433.
- Jewlees, R. (1999). Sexual Abuse of Young Children in Southern Africa, Edited by L. Rishtee, L. Davis, A. Higson-Smith, HSRC Press Cape Town South Africa.
- Johnson, C. F. (2004). Child Sexual Abuse. *The Lancet*, 364, 462 - 470.
- Kitzinger, J. & Skidmore, P. (1995). Playing safe: Media coverage of child sexual abuse prevention strategies. *Child Abuse Review*, 4, 47-56.
- Lansdown, G. (2005). *The Evolving Capacities of the Child*. Italy: UNICEF.
- Lemish, D. (2007). *Children and television: A global perspective*. Malden, MA: Blackwell Publishing
- Levy, (1989). 'Using Scientific Testimony to Prove Child Sexual Abuse. *Family Law Quarterly*, 23 (3), 383-409.
- Levine, S. (2001). *The price of child abuse: Hidden, lifelong costs*, *US News & World Report*. Washington.
- Lindsey, D. (1994). *The welfare of children*. Oxford University Press, New York.
- Loar, L. (1998). *Child Abuse and Neglect: A guide to effective advocacy*. *Palmatier, L.L. (Ed) In Crisis counselling for a Quality School Community*. Washington DC. 151 174.
- Maley, B. (2000). The elite gatekeepers -How the media captures public policy. *Policy*, Winter, 33-38.

- Malik, F. (2010). Determinants of Child Abuse in Pakistani Families: Parental Acceptance Rejection and Demographic Variables. *International Journal of Business and Social Science*, (1), 67-80.
- Nielson, A.C. (1998). Average Amount of Time Exposed to Television by Age Group. *Child Abuse Review*, 19 (1), 49-61.
- Pinheiro, P. S. (2006). *World report on violence against children, Promotion and protection of the rights of children*. Geneva: United Nations,
- Rayner, M. (1992). Children's Voices, Adult's Choices: Children's Rights to Legal Representation. *Family Matters*, 33, 4-10.
- Sadrudin M. (2011). Study on the Important Issues of Child Rights in Pakistan. *The Dialogue: A Quarterly Research Journal*, VI (1), 13-30.
- Sanders, M.R., Montgomery, D.T. & Brechman-Toussaint, M.L. (2000), 'The mass-media and the prevention of child behavior problems: The evaluation of a television series to promote positive outcomes for parents and their children'. *Journal of Child Psychology and Psychiatry*, 41 (7), 939-948.
- Saniya, Z. J., Shaista, Y. & Shujaat, A. K. (2018). Media and the Kasur child rape case. *Dawn*. Retrieved from: <https://www.dawn.com/news/1398484>
- Scott, S. (1993). Beyond belief: Beyond help? Report on a helpline advertised after the transmission of a Channel 4 film on ritual abuse. *Child Abuse Review*, 2, 243-250.
- Sigman, A. (2007). Visual voodoo: the biological impact of watching TV. Title image: Young child engrossed in a television programme. *Oscar Burriel/ Science photo library, Biologist*, 54 (1).
- Spingel, Lynn. (1992). *Make Room for TV*. Chicago: University of Chicago Press.
- Surette, R. (1984). Justice and the media: Issues and research. Springfield, IL: Thomas. Report to the Surgeon General, U.S. Public Health Service. Washington, DC: U.S. Government Printing Office.
- Tahira, S., Farhana, K., (2017). Societal Curriculum: Effects of Television on Social Values System in Pakistani Society. *Bulletin of Education and Research*, 39 (1), 75-89.
- Tahira, J. (2014). Child Protection Data: An Analysis of Newspapers Coverage of Child Protection Issues in Pakistan, South Asian Studies. *A Research Journal of South Asian Studies*, 29 (1), 125-136.
- The State of Children in Pakistan. (2015). National Commissioner for Children, Wafaqi Mohtasib Secretariat Islamabad Pakistan.
- Tones, K., Tilford, S. & Robinson, Y. (1990). *Health education, effectiveness and efficacy*. Chapman & Hall, London.
- Valerie P. H. (1990). Law and the Media: An Overview and Introduction. *Law and Human Behavior*, 14 (5), 399-407.
- Voumvakis, S. E., & Ericson, R. V. (1984). *News accounts of attacks on women: A comparison of three Toronto newspapers*. Research report of the Centre of Criminology, University of Toronto. Toronto, ONT: Centre of Criminology, University of Toronto.
- Walsh, A., Lacznia, R. & Carlson, L. (1999). Mothers preferences for regulating children's television, in Macklin, M. & Carlson, L. (eds) *Advertising to children: Concepts and controversies*. Sage, Thousand Oaks.

- Wellings, K. & Macdowell, W. (2000). Evaluating mass media approaches to health promotion: A review of methods. *Education, 100 (1)*, 23-32.
- Wurtele, S. & Miller-Perrin, C. (1993). *Preventing child sexual abuse: Sharing the responsibility*. University