

Unraveling the Dimensions of Child Sexual Abuse Portrayal by Web Based Media Channels: Pakistani News Framers' Perspective

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This empirical work is based on the partial phased findings of a colossal PhD work done with core objective of highlighting the role of TV web channels in representation of dilemma-oriented aspects, pertaining child sexual abuse reporting and such news' psychosocial impact on media consumers. The research strategy was mainly exploratory and was based on qualitative research design. This was targeted that major stakeholders in child sexual abuse news, need to be consulted in order to shed light on the menace of child sexual abuse's media reporting as this is being catastrophized due to misrepresentation of over-exaggerated aspects of abuse. Those professional reporters, news framers and news producers (15 from each category) who reported that they have been reporting on such matters in past five years or more were targeted as potential participants' of current research. Interview protocol guide was employed in this regard. The findings revealed that sexual abuse news content stakeholders reported that they had limited skills, technical insight, personal emotional issues, emotional exhaustion and burnout, limited insight regarding experts in dealing sensitive matters and diffusion of responsibilities due to which such news content was handled by them inapt ways. They also reported as having individual, familial, contextual and cultural factors that caused them hurdles. The emerging themes revealed that relevant education paucity not only stand out as foundational deficit rather also makes us turn into debilitated state of dismay. Furthermore, lack of relevant training in framing of such sensational news, fear of consequences and professional burn out are emerged as other main themes .

Keywords: child sexual abuse; media policy; TV web channels

When children are growing they are trained never to talk about their biological selves and feel embarrassed to inquire the issues related to sex; so much so that even when there are puberty times and children have started getting developmental transitions in their lives, they are discouraged to ask their parents about the bodily changes and to share their bodily concerns. The repercussions of such normative patterns of living with inhibited and suppressed attitudes toward sex education reprimand certain adverse outcomes. With the promulgation of *Zainab* Alert, Response and Recovery Act 2020, heavy responsibility lies on researchers to bring into highlights the social impact of *child sexual abuse (CSA)* and facilitate the media policy framework in dealing with such sensitive cases so that media consumers impact could be made proactive and affirmative. This is being realized that impact of child sexual abuse reporting is colossal and there are apathetic reporting procedures adhered by the reporters at large since no clearer framework policy for reporting of child sexual abuse related cases exists currently (Avais, Narijo, & Parker, 2020).

Therefore, this research work has potential of being insightful in revealing the discrete dimensions of this intriguing topic. The present study is first phase of the momentous work to unearth the impact of CSA reporting from the perspective of children, their caregivers, and the professionals dealing with them using qualitative research methodology. This is being realized that trauma is revived, whenever some media source or channel tends to display the case scenario thereby jeopardizing the well-being of the victim and even for media consumers by providing emotional and psychosocial repercussions to the people involved, thus delineating the significance of styles of CSA news media reporting (Avais, Narijo, & Parker, 2020).

Media not only creates social awareness about child sexual abuse (CSA) through news coverage, analysis, and intervention, but also places the problem of child abuse in the minds of the public, and on the political and social agenda (Brawley, 1995). The media coverage of the issue has a major impact as it helps people to understand what CSA is and why child protection and safeguarding policies and services are required. The study analyzes the coverage, representation, and advocacy role of media in initiating a dialogue about prevention, in terms of building collective responsibilities for the public safety of children. It further helps to understand the social and cultural changes taking place in the society, emphasizing Indian and Pakistani media; as Indian media is consumed at large among Pakistani media consumers and how these changes help the institutions of alternative care to focus on broader solutions by improving the climate for prevention (Kumar & Semetko, 2018).

The crucial role of media tends to be significant in determining people's attitudes and behavior (Saunders & Goddard, 2001). In fact, the media plays crucial role in drawing attention to the essential role of the media in increasing society's awareness of, and response to, child abuse and neglect. Of particular concern is the role played by news and features that are reported on specific child abuse cases, as well as in documentaries and in so many of the intervention strategies. This sort of media attention extended towards crucial matters of child sexual abuse has been pivotal in positively determining public, professional, and political responses of the consumers and also helps in highlighting the concerning aspects in which children and young people find themselves stuck (Nguyen, 2022). This is, in fact, the constructive role of media in curbing this menace and that can serve as an effective tool or means of advocating proactively the causes for children, young people, and their families (Brawley, 1995).

Pakistan happens to be one of those countries where sex education stands as a cursed domain to be discussed. Media has its own vested trend sets to present sensitive news such as child sexual abuse. Irrespective of the considerations that have been laid in Islam and the Holy Quran for training and teaching human beings on their sex-related issues, Pakistan as an Islamic state has failed to promulgate the Islamic principles of teaching in its curriculum. In pre-partition times, Muslims stayed with Hindus for such a long time that their rites and rituals started getting reflected in the living (Avais, Narijo & Parker, 2020). Sex-related issues have been taken as sinful aspects of one's life and they are prohibited to be talked over. Due to this grim situation, there lie adverse outcomes and complications for young ones. From very young age, children are taught not to ask questions related to their sexuality. Few fanatic believers feel that sex-education would mean: spreading the vulgarity (Najafabady, Salmani, & Abedi, 2011). They forget that there are always positive and constructive means of imparting education and they need to dispel their insecurities and fears. There is the likelihood

of having a better secure, sex-crime-free society if people are properly guided and children are imparted rightful education to make themselves secure. Media literacy-related measures towards sex education and how to present sensitive news, appear to be the only resolving strategy for all the complicated upheavals that ignorance keeps rising in such matters.

From the past many decades, there has been a foreign influx of media, and children and youth are confronting much more communication challenges than what people had a few decades back. There had been scanty reports and incidences of sex crime against children in the past but this trend and ratio have risen much higher. Despite the fact that sexual crimes conducted against children have increased multifold, no professional efforts have been invested to devise preventive and curbing strategies against such heinous crimes (Easton et al., 2014). The menace of child molestation, rapes etc. have taken the worst form with a wild spread in dark-net websites where worth billion rupees' business is carried up by showing the children as dummied actors in sexual crimes (Srivastava, Seth, & Van Niekerk, 2013). This horrific finding has created a wave of fear and shock and this has stimulated caretakers, parents, media educationists, media-stakeholders and psychologists to work for the development of such school based sexual abuse prevention programs that can train children to stay safe and secure. This is substantiated that prevention is better than cure so the promulgation of this preventive program is likely to safeguard and secure the future victims. There is likely to be the reduced sexual crime rate against minors (Alaggia, 2010; Collin-Vézina et al., 2015; Easton et al., 2014; Hunter, 2011; Ungar, Tutty, McConnell, Barter, & Fairholm, 2009).

If current scenario is appraised out, this would become clear that in spite of efforts of so many Non-Governmental Organizations' efforts, there does not lie any structure, systematic, feasible child-sexual abuse preventions program. Pakistani children have been suffering colossal from past one decade as the informal analysis about the sexual abuse of children reveal that there are 5 minors per day who go through the torture of sexual abuse; some of them get reported at family level and there they are suppressed while fewer get reported and very fewer have evident the perpetrator seeking its damned punishment (Avais, Narijo, & Parker, 2020).

There has been a growing body of research examining the differences between traditional media and web-based media still in developing countries like Pakistan, traditional media, such as television and newspapers, are often seen as more authoritative and credible. Web-based media, such as social media and blogs, are often seen as more interactive and participatory.

Additionally, this has been noted that web-based media is often significant in presenting greater diversity of opinions and viewpoints, while traditional media might express as limited in gaining direct information of the media consumers. New digital web based media offers significant avenue in presenting the platform for shaping public opinion and influencing behavior. This is generally observed now-a-days that Pakistani media carries such professional practices that daily compromise their ethical and moral standards, and the age of digitalization is even much more diverse as that is fairly free from regulatory by laws. Such empirical work while addressing sensitive issues must strengthen the perception among the masses that journalists are not performing their moral and ethical duties and responsibilities properly. Due to the fact that profit making is primal targeted objective of major media houses these days. Sources validation and source authentication have almost become nil practice (Ali,

2021). Still people cannot negate the fact that due to profusion of internet, the web based digital media has become a dynamic and consistent source of information, (Wathen & Burkell, 2002). Diffusion of electronic media in digital media is a stark reality that can never be escaped (Garrison, 2003). Both traditional and web-based News media are influencing public opinions by disseminating basic and shallow knowledge and are creating a huge number of uniformed individuals, often armed with irrationality and biases (Quackenbush, 2013).

Most of the empirical work that is done in Pakistan has been observational, descriptive, and anecdotal. In fact, the data collected through survey methods and interviews with small sample sizes have been the hallmark feature of such research (Avais, Narijo, & Parker, 2020; Sahil, 2003). In such investigations, the role of prevention by considering the etiological factors and triggering factors are being ignored; this is just by the dint of digital media that confluence of macro risk factors, such as poverty, paucity of resources, low-income level, poor legal protections, illiteracy, burdened family size, and joblessness tend to lead to the verge of such massive social issues like violence against children. Most of the data on child sexual abuse prevalence is sought through media reports; even if such cases are not reported to the law enforcement authorities, they are still recorded by the media reports. However, the dearth of research in this domain, specifically, the lack of empirical data makes it difficult to assess the magnitude of this alarming issue (Easton et al., 2014). The health repercussions, lifelong deficits, and hazardous aftereffects to victims' families are some of the issues that are only raised by media professionals through multiple platforms of digital media. Still, the extent of human potential destroyed during all this is unknown. This is only through media research that focused empirical work in order to examine the prevalence, potential interventions, and policies in child sexual abuse prevention domain in Pakistan can be undertaken.

Child sexual abuse (CSA) is a global problem that affects millions of children worldwide. Research has identified several factors that may be correlated with CSA, including gender, age, socioeconomic status, family structure, and cultural factors. In Asia, there is a need for more research on the correlates of CSA, as well as on the prevalence and impact of CSA in different countries and cultural contexts. The empirical data has shown that children in Pakistan have very limited awareness regarding sexual education, such as a research survey for aged 16-25 years, reported that 25.3% have never been taught about any kind of sexual health education, 32.7% don't have desired gender professionals to communicate with, and 42% have secondary source of information including internet, parents and telephone help-lines (Talpur & Khowaja, 2012).

Some specific areas that require more attention include the role of cultural norms and values in perpetuating CSA, the impact of poverty and economic inequality on children's vulnerability to CSA, and the effectiveness of prevention and intervention strategies in Asian contexts. Overall, there is a pressing need for more research on CSA in Asia at large and in Pakistan more specifically, in order to better understand the problem and develop effective prevention and intervention strategies. This research mainly aims to examine the various dimensions of child sexual abuse reporting from the perspectives of media news reporters, framers and producers, and its ultimate contribution in framing the issue-specific policy guidelines.

The main objectives which would be targeted in the current research include but are not limited to: a) to explore the professional challenges as experienced by reporters, media news framers and producers in reporting child sexual abuse incidents, b) to examine the perspectives of major stakeholders c) to highlight the expected guidelines in the light of feedback as given by respondents that could ultimately be proposed as potential news framing policy (while displaying the child sexual assault news on Web-TV channels).

Research Questions

The qualitative and exploratory phase includes the following research questions: a) What are significant psychosocial experiential challenges that media reporters, news framers and child sexual abuse news producers experience? b) What are significant feedback features that need to be potentially added in news framing policy while displaying the child sexual assault news on Web-TV channels? c) What are the stakeholders' perspectives on child sexual abuse? d) What are potential challenges faced while reporting on such stigmatized and ethics bound topics? e) What are potential barriers while reporting on such stigmatized and ethics bound topics?

Method

Research Design

This exploratory, explanatory research was laid out as insightful first step that is likely to help in executing the need assessment of the preventive program and to devise the policy guidelines for child sexual abuse reporting on digital media such as web TV. The main research strategy was based on thematic analysis.

Sample and Participants

The sample consisted of major stake holders of child sexual abuse news reporting phenomenon comprising news reporters, news-framers and news-producers. In this particular phase, in-depth interviews were executed with 15 media reporters, 15 news-framers, and 15 news producers (n=45).

Inclusion and Exclusion Criterion

Media reporters, news-framers, news producers that have been dealing with sensitive news media content from past two years or more, were included in the current research. Those have at least graduate Media degree and the ones that were actively working on some digital media from past two years and were engaged in traditional media platforms earlier, were included.

Procedure

After formal approval from authorized sources, the interview protocol guide was developed after rigorous discussion from all literature review and concerned stakeholders, dealing with cases and media content of child sexual abuse. The interview protocol guide was critically reviewed by the experts from constructivists' aspects. All of the interviews were recorded. Thematic analysis strategy was used in this regard, in accumulating the most prevailing, frequent, leading repetitive themes related to current conditions, prevalent in the domains of news framing and transmission.

Questions:

Main Question 1: What are significant psychosocial experiential challenges that media reporters, news framers and child sexual abuse news producers experience?

Probing Questions:

- a) How do you recognize or suspect CSA victims in children while media reporting?
- b) What are the common symptom presentations that rise in CSA reporting?
- c) How do cultural factors play a role in determining the reporting and presentation?
- d) How do you handle such reporting, once CSA is indicated?

Main Question 2: What are significant feedback features that need to be potentially added in news framing policy while displaying the child sexual assault news on Web-TV channels?

- a) How professional barriers create threats and challenges in reporting CSA?
- b) Do you think social services agencies collaborate in managing such cases?
- c) Is there any formal training in media reporting of such sensitive issues at large and specifically that you received?
- d) What professional ethics based guidelines do you suggest in this regard?

Main Question 3: What are potential barriers while reporting on such stigmatized and ethics bound topics?

Results

The data so collected, was put to analyses in systematic manner through thematic analysis that has been narrated by Braun and Clark (2006) as an analysis method in which systematic patterns or forms are recognized that help in producing comprehensive, repetitive themes; there is careful reading, review and critical review that is undertaken by expert researchers and that helps in building model of iterative process of inductive analysis (Fereday & Muir-Cochrane, 2006).

The data is analyzed, coded, organized and reorganized multiple times for the generation of logical categories, in addition to themes and subthemes. The creation of within, between and subthemes helped in producing the preliminary themes from critically analyzed data. All these steps have been amply clarified in step wise schema chart given below:

Electronic and manual recordings of all transcripts from interviews saved successfully
Written transcript of recorded sessions prepared
Merged transcript was prepared containing transcripts of all the Interviews
After reading and re-reading each line of the transcript various codes were assigned manually for each of significant sentences to be analyzed
Codes were matched with manually written notes of the Interview sessions to ensure the inclusion of any new information
Agreement on codes from independent evaluators taken
If between evaluators consensus on New code >50% = Code Modified
Based on similarity of codes, potential sub-themes were assigned to codes using colour coding technique
Similar sub-themes: name and psychological construct were grouped into themes Master chart was prepared for each category
Overlapping sub themes were further merged into broader themes and naming of the themes done

Figure 1: *Flowchart of the procedure followed in qualitative analysis*
Socio-demographic Characteristics

Mean age of the reporters and news-framers and producers was 35.65 years; 39.21 years and 52.43 years respectively. Most of them had worked in print and digital media on alternately basis. The means reported general experience of reporters and news-framers and producers, was 13 years, 7 years and 18 years respectively.

Table 1
Finalized Themes & Sub-Nodes

Identified & Finalized Themes/Nodes	Sub-nodes	News Reporters	News Framers	News Producers
Education Paucity	a. Limited	85%	76%	81%
	b. Unaligned to work	65%	68%	72%
	c. Non –availability of adequate education & Training	73%	75%	77%
Fear of Consequences	a. From victim	65%	62%	75%
	b. From perpetrator	62%	71%	72%
	c. From other social stakeholders	86%	75%	81%
Reporting Norms & Routine	a. Mundane	82%	71%	78%
	b. Casual	73%	82%	81%
	c. Apathetic	80%	77%	83%
	d. Unconcerned	81%	67%	78%
Emotional Burnout	a. Anxiety	82%	74%	82%
	b. Stress	83%	73%	77%
	c. Depression	78%	76%	67%
Social Services	a. Lack of social services	43%	56%	65%
	b. Limited resources	53%	65%	66%
	c. Non responsive feedback from social services	62%	72%	73%
	d. Clash of authorities			
	e. Lack of cooperation & coordination among functional agents	66% 71%	76% 65%	56% 68%
Barriers to CSA Reporting	a. Individual	76%	66%	77%
	b. Familial	67%	56%	68%
	c. Contextual	81%	72%	81%
	d. Cultural factors	72%	71%	71%
Lack of Training	a. Technical insight	67%	67%	77%
	b. Technical knowledge	77%	78%	85%
	c. Technical training	73%	81%	84%
Diffusion of Responsibilities & Cases Overlapping Trampling	a. Deferring responsibility to report to rightful forum	76%	81%	77%
	b. Unavailability of specialized and expert care	67%	76%	79%

Qualitative Interpretation

This research has been successful in identifying various themes; out of which some have been discussed here in order to impart insight to general readers. Paucity of education is the first topic that has been gleaned from the collected data. This was evident that stakeholders framing child sexual abuse news admitted that they were not being able to capture such news effectively due to limited education that they carried. Some of them reported such as the ones holding duties for reporting that the education that they had received so far does not align with the work that they have undertaken. They raised concern regarding inclusion of training and scenario-specific field training that could ultimately help them to carry out their work on more prolific grounds. There has been certain group of professionals that also reported that such crimes are typically executed by the people who have been in influential backing; thereby this gets extremely difficult sometimes to report

the matter accurately as there are continuous threats and victimization by the perpetrators. The research has established that the best practices for training journalists in reporting sensitive news include providing ethical guidelines, teaching cultural sensitivity, and offering resources for self-care and support (UNESCO, 2021).

Similarly, this was being reported that sometimes the reporting norms and permissibility checks implicated on channels by Pakistan Electronic Media Regulatory Authority (PEMRA) and other regulatory authorities in addition to departmentalism constraints restricted accurate and compassionate reporting by the child sexual abuse news stakeholders. Casual, apathetic and unconcerned attitude by the news media holders also turns out to be major limitation sometimes. Among all stake holders, news reporters reported maximum emotional exhaustion and burn out. Almost all stakeholders reported that there was apathetic and ill-concerned behavior of social services provision agencies who were supposed to play their proactive role in helping the victims and their caretakers survive the trauma.

News-stakeholders also maintained that there were quite serious and grim aspects related to self, professional, financial, contextual, cultural and technical nature that lead to create a state of helplessness and state of being adrift not only on the behalf of victims but also on the behalf of reporters. Almost all the stakeholders were of the view that there is collective state to dehumanize the matter by all forums. Therefore, News stakeholders also turn out to be apathetic and start pursuing only commercial incentives.

Discussion

Generally, this was maintained with consensus by all three groups of respondents' groups that depending on the media outlet, locale, and culture, the styles and context of news reporting on child sexual abuse might differ significantly across cities. Nonetheless, some recurring themes and patterns in news reportage on child sex abuse are discussed below. These themes may not be exhaustive, but they can provide a starting point for understanding the common issues and concerns related to child sexual abuse's impact in news reporting.

The most significant themes that emerged from news-framers perspectives were multifold. Foremost, this was evident that there is a major limitation in education and relevant training in the framing of such sensational news. In traditional training platforms which are available at academic and news production forums, there is paucity of news data content. The available data content is not only limited rather does not align with the targeted goals and objectives of the news content. The patterns of relevant education paucity not only stand out as foundational deficit rather also makes us turn into debilitated state of dismay. This is being reported that news framers and news producers have aspiration to be equipped in their relevant skills and some if not all keep making their personal systematic efforts to acquire training regarding framing patterns of different news genre yet there is no cohesive and formal platform available in Pakistan that could emerge as professional training cater for such media personnel. Thereby, so far they have been trying at personal levels to grasp the relevant skills and expertise by being a part of every other available relevant media training forum. Many news framers report (72%) that children are apparently too young in so many of the cases, too young of being capable of telling in the first place what exactly happened with them. Sometimes in identifying perpetrators, as such heinous crimes occur in darkness and they while reporting to concerned professionals and reporters, they are in a continuous

state of fear blame and disbelief from non-offending adults (Finklhor & Ormrod, 2001). This being reported that, more than 200 reporters have been trained under the project and training is ongoing. UNDP's long-term engagement with the media sector has already paid off, with the trained reporters increasingly contributing to a more professional and inclusive media sector in Albania. Project monitoring shows a trend towards better overall coverage of multinational communities and the challenges they face, as well as an increase in the number of positive stories about these communities (UNDP, 2021).

Still, the paucity of knowledge from formal educational platforms turns them incapacitated to handle such sensitive news content by adhering to absolute insight into such topics. Dong et al., (2004) also cited the likewise illustrations in their exponential study that limited knowledge tends to emerge as big barrier in objective reporting of news pertaining child sexual abuse. This was also illustrated in this study that dealing with sensitive circumstances in news reporting requires ample training and expertise in order to provide accurate news reporting.

Another leading theme that was encompassed as having major and sub nodes included as stark fear of consequences which happened to be maximal for news reporters as they tended to be the front field bearers of such news. In most of such cases the perpetrators tended to be powerful, having nuisance position and dominating with ample societal position; due to which the phenomenon of reporting the criminal details of such influential people proves to be a great challenge and threat for the people at large. This can be substantiated by past empirical evidence as well such as one such study narrated that the parent's adverse experiences in their efforts to seek justice with the criminal justice system like courts, police, and concerned social services institutes insensitivity and the financial and non-material pressures and strain in due to course of seeking justice from the court (Sauzier, 1989). Furthermore, people may also not report CSA cases so as not to dishonor the family's name (Fasihuddin, 2006). Children often do not disclose their abuse verbally, but demonstrate distress by their behaviour (Newland, 2017).

Sometimes even the informants, caretakers and family members of the victim exerted pressure to hide the matter and to suppress it in order to safe their public image and reputation. Conventionally this is in practice to place the maximal blame and allegations on victim such as regarding and labeling them as vulnerable and susceptible to crime and abuse.

Some past researches while delving on this point has maintained that in order to increase reporting one sensible policy would be to make the experience more positive for CSA victims and their families, however obviously what is preferable is to prevent CSA offenses from occurring in the first instance (Gillani, 2009). In Pakistan some other reasons in addition to these are, lack of knowledge regarding the different forms of CSA, denial due to the perception that Pakistan is an ideological state following Islamic ideals, the society is somehow immune to immorality and even if there is a problem of CSA it is on a very small scale (CCRC, 2009).

Taylor and Norma (2013) also highlighted that sexual abuse cases of children tend to be strained by dint of social pressures and challenges and cannot be justified for valid and accurate reporting. This is being observed further that due to professional burn out elements, most of the reporters and news framers carried the tendency to report sensitive news like this in most mundane, casual, apathetic, and apartheid manner. That sounded callous pattern of reporting while some would endorse it as framing it as objective ways of

reporting the matter. In fact, there lies very thin lining between news reporting in professional care vs. framing and reporting/ presenting news in factual yet bitter means and ways. This has been corroborated by the study of (Radakin et al., 2021), who maintains that lack of expertise and intellectual sensitivity in reporting child sexual abuse leads to major problems. Even some reporters had the tendency to report sensitive news with the least concern and professional regard and maintained that they adopted an unconcerned pattern in order to safeguard their emotional and psychological well-being. Denov (2004) has provided similar findings that news reporting in the case of media personnel who are exposed to continuous trauma, they either adopt an estranged and distant approach or they tend to be involved awfully, causing them to be drawn into mental distress.

Yet there have been reports by some of the news reporters, framers and producers that the brutality narrated in such incidents and happenings caused them much of the psychological distress. The experiences of trauma tended to resonate in their mind as recurrent episode and just like rescue workers, they fell direct victim of absorbing the burn out from such events. Therefore, after direct exposure to such events, they experienced stark states of anxiety, stress and depression and few also reported that they had to seek formal professional help in order to overcome and circumvent the negative impact of such trauma.

In seeking updates regarding news framing, there was still very significant dimensional information that was obtained such as some stated that such news coverage opened up new avenues of societal information and challenges to them. Since in so many of the cases while such news coverage they came across the bitter facts of limited social services. So many of the departments from crime and health sector that got involved tended to be in constant friction and clash in handling such news phenomenon. Each of the government department tried to get away from their due responsibilities and created further challenges and problems to the victims' families. This lack of cooperation from diverse functional agents therefore resulted to be the major source of distress for the victims, its family members and also for professionals involved in case-narration coverage (Brawley, 1995).

There were diverse individual, cultural, familial and social factors that were reported as possible challenges such as people reported that victims' themselves were not interested in revealing the details due to all these above challenges and avoided sharing open information. Further this was highlighted that technical trainings in successful media coverage is required in which not only content related expertise should be held by news stake holders rather they must be having technical strengths in order to carry out their pivotal responsibilities. The scarcity of specialized care and lack of awareness in dealing aptly such incidents by the experts resulted in much trauma for all major stake holders involved in child sexual abuse cases; thereby reprimanding the due concern to include the rightful forum involvement at the right time in order to overcome the undue hassles to victims, their families and for media framers.

Conclusion

In a nutshell, this is concluded that there is dire urge among professionals too, to adopt clear rules and procedures for ethical reporting on child sexual abuse. This is insightful to maintain here for media regulatory authorities that there must be pre-stipulation protocols of news framing as the consumption of digital web TV and media is on continuous rise. This can help indeed to resolve many ethical and media-consumers related issues and problems. Such forums and avenues of training wherein sensitive content news framers and

reporters can find proactive outlets and channels in order to solve social dilemma must be made available. This entails disseminating correct and verified facts, refraining from sensationalism, preserving the privacy and dignity of victims, and giving the general public accurate and thorough information. In order to ensure that reporting on child sexual abuse is ethical and promotes constructive societal change, it invokes the need for increased cooperation with law enforcement organizations and victim advocate groups.

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