

Framing of Child Sexual Abuse Cases in Print Media of Pakistan

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ABSTRACT

The purpose of the research is to examine how mainstream newspapers of Pakistan are framing child sexual abuse in an ethical or unethical manner. Print media is one of the most widely accessed forms of Pakistan and child sexual abuse is one of the major taboo issues talked about in the media in recent times. It is the responsibility of news media to deliver this news to the audience objectively. For this purpose, content analysis of three mainstream newspapers of Pakistan was conducted purposively. SPSS statistics is used for testing and analyzing the data. The results revealed that the first hypothesis had been supported, that Print Media of Pakistan does frame characteristics of Child Sexual Abuse cases in an unethical manner. Print Media of Pakistan does not report Child Sexual Abuse cases more unethically in thematic stories than episodic ones. The result revealed that hypothesis had not been supported because whether episodic or thematic, media reports unethically. The third hypothesis is supported which means that Print Media of Pakistan does frame Victims of Child Sexual Abuse Information unethically more than the Abuser's information. That is statistically at 3.017*, which is a significant 0.00.

Keywords: Abuser Information, Child Sexual Abuse, Episodic, Thematic, Victim Information.

Introduction

The research titled "The Framing of Child Sexual Abuse in Print Media of Pakistan; A Case Study of Sabir Shah, Zainab and Kasur's Missing Boys" examined how Child Sexual Abuse cases are framed in the media of Pakistan. Child Sexual Abuse is a stigmatized topic in many regions of the world. Anik *et al.* (2021) described that newspapers are one of the largest sources of information for people about public issues. Unethical coverage can lead to the spread of false news and stereotypes. Society is based on how journalists decide to frame CSA-sensitive news stories. Child Sexual Abuse is considered the most under-reported issue. Reporting child sexual abuse is considered a social taboo. Culturally, shame and stigma are attached to a culture shame and stigma rather than reporting the actual social causes and solutions to this problem (Human Rights Watch, 2013). According to UNICEF, the standard involving children in the newspapers should be focused on keeping the child's security and privacy as the top priority. Including protecting identity, avoiding indecent, vulgar, or obscene imagery and wording, and having zero sensationalism in

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reporting style. Avoiding the inclusion of self-harm or suicidal aspects in the news, avoid the use of discriminatory or stereotypical words, and also respect the victim's as well as the society's values and faiths regarding such incidents when reporting on sensitive matters such as child sexual abuse.

The research gap revealed from the literature that there are studies conducting in developed countries on specific cases. Reporting of such cases followed the ethical standards set by the UNICEF but in violent situation news is framed unethically. In the global south, the studies are conducted without the training of covering sensitive issues. Media organizations are failed to provide trainings to handle the crisis of sensitive event. Media is more prone towards rating and sensationalism. Reporters report and news agencies coverage news for sensationalism not for the sake of advocacy or awareness. The newspapers of Pakistan are read by large majority even today. Hence readers perceives and absorb the news as framed by media. Reporting ethically and sensibly is yet to be explored in context of Pakistan's media and society. In Pakistan after the anti-harassment bill and anti-child sexual abuse bill this topic has gained attention. Keeping in view, in context of Pakistan, episodic and thematic frames along with the ethical and unethical framing of child sexual abuse stories coverage is yet to be explored. Hence, this research is an addition to the framing theory literature and provides guidelines to the human rights ministry, Press information department, and civil society.

Cases of Child Sexual Abuse

This study focused on three child sexual abuse cases that are given below;

Case 1: The Zainab case was reported on 4th January 2018. A seven years old girl Zainab Amin Ansari was abducted while on her way to Quran class in Kasur, Punjab province. Her autopsy report disclosed that she was raped multiple times and killed by 24 years old boy Imran Ali.

Case 2: Kasur's Missing Boys case was reported on 17th September 2019. Faizan and Ali Hassan were eight years old, and Imran was 12 years old, raped and murdered in Kasur

Case 3: The Sabir Shah Madrassa case was reported on 17th June 2021. The Jamiat Ulema-e-Islam's Vice Ameer in Lahore, 70 years old Mufti Azizur Rehman, raped Sabir Shah of swat for three years in Madrassa in return for passing him the exam otherwise. Mufti threatened him to stay silent. Otherwise, he will be murdered. Madrassa students recorded the video of pedophiles and leaked it. Afterward, Mufti was suspended from his Madrassa job.

Even though there is a significant time gap between the first two cases and the third case, the third case is selected due to the significance and intensity of the case because it involves influential people. It is also selected as no case of such intensity has been reported and followed by the media during the period after the first two cases and the Sabir Shah Madrassa case. Goffman put forward the framing theory in 1974 in his book *Frame Analysis*, an essay on the organization of experience (p. 21). According to Entman, framing in media plays a significant role in defining social problems by "selecting and highlighting some particular aspects of events or issues, and making connections among them to promote a particular interpretation, evaluation, and solution" (1993a, p.52). Framing emphasizes how media focuses the public's attention on specific issues in creating agenda. Then it takes a step further to construct a frame through which the audience absorbs such information. Sources, reporters, journalists, and editors frequently choose frames for their articles with deliberation. In some ways, this justifies the media as gatekeepers who gather, choose, arrange, and display the ideas, events, and issues they cover according to their perspectives and the frames that they themselves have built-in society (Martino, 2006, p.684).

The focus of this research is to examine print media reporting on child sexual abuse cases in Pakistan. Print media is considered one of Pakistan's most popular sources of news and information. This research revealed how research had been conducted in Pakistan during the past decades since child sexual abuse is considered a taboo topic in this region and the stereotypes and cultural myths attached.

Research Objectives

- To find the Characteristics of Child Sexual Abuse cases, framed Child Sexual Abuse cases in an unethical manner in Print Media of Pakistan.
- To analyze the extent of unethical framing of Child Sexual Abuse cases more in thematic stories than the episodic stories in Print Media of Pakistan.
- To examine the extent of unethical framing of Victim of Child Sexual Abuse Information more than the Abuser information in Print Media of Pakistan.

Literature Review

The Framing Theory of Mass Communication states that the media focuses its attention on specific events and portrays these events and issues in a specific way to alter the viewers' perception (Pan, 2021). Lakoff (2006) frames are those mental structures that allow humans to understand reality and create what we consider to be what reality is. According to Entman (1993b) framing is how the media, particularly the news media, influences public perceptions of social issues. According to message framing research, media messages have a crucial role in defining social problems by selecting and highlighting various specific features of events or issues and drawing links among them to promote a particular interpretation of the topic of discussion. Niner *et al.* (2013) opined on the print media's tendency to reveal victims' identities in child abuse reports. The media frames child abuse news stories more episodically than thematically. Episodic framing discloses the victim's identity less affects the audience than thematically framed sexual abuse news. Barnes *et al.* described that episodic framing prioritizes the individual approach, whereas thematic framing focuses on the societal approach (Barnes *et al.*, 2008; Iyengar & Simon, 1993). Journalists must be sympathetic and sensitive when reporting on sexual abuse. The journalist should be refrained from reporting unnecessary details (Qayyum, 2018). According to the World Health Organization, child sexual abuse refers to the physical and emotional mistreatment, sexual abuse, neglect, and negligent treatment of children and their commercial or other exploitation (WHO, 2006). Regarding public health coverage, the media influences public opinion on a specific subject (Brodie *et al.*, 2003). Newspapers, television, and magazines all shape public perceptions of child abuse and neglect (Lonne & Gillespie, 2014). According to Hove *et al.*, (2013) journalists and news organizations must be aware of how they contribute to the development of their audiences' "mental structures" and the level of how aware they are of social issues such as child abuse.

Studies have found that the media coverage of Child Sexual Abuse is often more negligible and poorly delivered than the data presented by the police authorities (Corbella & Collings, 2007). Another content analysis of newspaper research conducted by Breen (2007) concluded that Child Sex Abuse cases are the most reported cases in media. These cases attract a much larger audience than any other due to the media's sensationalized reporting regarding child sexual abuse cases. Jones *et al.*, (2010) in their study of news analysis, found that media openly discuss the particulars of the victim either directly or indirectly, and the child sexual abuse victim identifiers were included in the news only when the abuser is part of family or neighbor. According to Collings, content analysis of newspapers revealed that newspapers are often seen to fail when addressing child sexual abuse cases ethically. They include unnecessary details about the victims without maintaining the ethical reporting standards, which as a result, causes more emotional and physical trauma for the ones affected by the incident. Kitzinger and Skidmore (1995) found that 71% of print media and 83% of TV coverage of child sexual abuse were completely case-based, with very few stories, almost next to none, about the causes, prevention, and solutions of child sexual abuse itself.

Print media must be truthful towards the public while reporting events and issues in our society. However, in the case of underdeveloped and developing countries, significantly less information is known about how much the ethical guidelines and standards are maintained when it comes to child sexual abuse reporting in print media. Numerous studies have shown that newspapers often publish unnecessary and excessive information when reporting child sexual abuse cases. Including victims' names, ages, addresses, demographics, and geographic detail can prove harmful to the victims, their families, and associates (Lonne & Parton, 2014). A study conducted by Maharani (2018) in Indonesia states on newspaper content analysis

that Indonesian media is often seen violating the journalistic code of ethics. Newspapers publish unnecessary personal information about child sexual abuse victims in newspapers; they often reveal the victim's identities and give detailed explanations of the assault. Unfortunately, all these codes of ethics, moral obligations, and social responsibilities are often overlooked by the print media when it comes to child sexual abuse reporting by news agencies worldwide. In most south Asian countries, the issue of unethical child sexual abuse reporting is far worse. Moreover, Cormer and Goldsmith (2010), in content analysis of newspapers and television, observed that news media often plays a part in supporting and promoting the various myths, stereotypes, and taboos related to child sexual abuse in many societies.

UNICEF (2010) conducted a study in Bangladesh that revealed that almost one-fifth of the child sexual abuse stories in the Bangladeshi media do not hide the victim's identity from the public. Such stories are harmful to the victim and considered unethical and irresponsible by the media personnel. The American print media is also involved in unethical reporting regarding child sexual abuse. Content analysis revealed that often "silence" the victims of child sexual abuse by either reporting a single, biased narrative of the story or not reporting it at all (Barrie, 2002). According to Mejia *et al.*, (2012a) journalists should be encouraged not to sugarcoat and distort news related to child sexual abuse. They should always report the true and accurate facts only so that the public may know precisely what has happened in that particular news. According to Weatherred (2015) more recently, people have become more aware of the situation. They have opposed the false and biased reporting done in print media regarding child sexual abuse cases. Mejia *et al.*, (2012b) in a content analysis of news stories, explained how the media often portrays child sexual abuse cases as criminal stories to entertain and attract audiences. In contrast, it should be dealt with in a much more responsible manner due to the immense sensitivity of this issue. In the case of developing and underdeveloped countries, very few rules and regulations are followed when it comes to the media reporting and framing of child sexual abuse cases. Content analysis of newspapers and television on CSA revealed that Unethical and immoral practices are standard when reporting child sexual abuse, and there are no defined boundaries for journalists and other media personnel to follow (Ho & Chan, 2018, p. 68). Most of the studies which have been conducted on the framing of child sexual abuse in media are conducted in or are in the context of Western developed countries, and only a few have paid attention to the news coverage of child sexual abuse in developing or underdeveloped countries (Weatherred, 2017). According to research by Jin *et al.* (2016) on china newspapers, China is developing and modernizing itself rapidly but still has little understanding regarding child sexual abuse in its society. The media still performs according to society's stereotypical and unethical standards while reporting child sexual abuse cases. Media often in an attempt to play the role of informing the masses about child sexual abuse issues. The media portray CSA as an issue of stranger danger which is wrong. Because it frames that children are abused by strangers or by people they have never met before, but the reality is different. Most cases happen with the child being abused by someone they already know and are familiar with (Ayre, 2001).

Similarly, Lonne and Parton (2012), analyzing the reporting on CSA, suggested that while reporting sensitive issues such as child sexual abuse cases, the media's goal should be to portray a positive narrative of the victims. Reporting should never be to tarnish the reputation of the already abused victims any further. Ess (2009) acknowledged the unethical aspects of news coverage in media when reporting child sexual abuse cases. Additionally, Oswald *et al.* (2016) had similar findings as Ess when it comes to framing child sexual abuse cases in all sorts of media outlets that children are often just used as an additional element of entertainment when reporting abuse cases. People tend to be more interested in child sexual abuse cases because they involve children. Hove et al. studied how child abuse is portrayed in print media, so they chose random newspapers from 2000 to 2008. They found out that news media was often involved in misrepresenting child abuse stories. They did that by either misreporting a story so much or falsely increasing the news's severity and intensity when the news was often not this intense or severe. In their study, they also suggest that newspapers are the primary source of information and set the frame of various news stories in society because, most often, newspapers are responsible for setting the agenda for television programs and other media outlets. Hove *et al.* (2013) also suggested that journalists find themselves in tricky situations when reporting child sexual abuse cases. Because most of the time, reports of child sexual

abuse cases have to be exaggerated and sensationalized because it is one of the most popular and attention-grabbing topics for audiences. They are forced to do this due to the large amount of attention these cases get in our society.

Cormer and Goldsmith (2010) stated after researching media framing child sexual abuse news stories in print and electronic media that the most common ways news media frames child sexual abuse cases are flawed. News stories include sensationalism, or they would spread myths about sexual abuse. Reporting stereotyped the victims and ignored any information about therapy and prevention. According to Messman (2000), a study of media portrayal of CSA concluded that the often improperly framing of child sexual abuse cases leads to many issues among the abused. These issues are resentment, pain, aggression, or suicidal thoughts. That is why the media should play the responsible role of ethically reporting these incidents. In addition, McDevitt (1996) argued that Indian media news stories analysis revealed that a large majority of the population is regular newspaper readers in India, mainly indicating that most people are aware of child abuse cases through only what is printed in the newspapers. So newspapers play a preeminent role in constructing the social understanding of child abuse cases. It also contributes heavily toward creating the general perception among the population about this issue. Gaber (2011) observed how most journalists are often seen to work based on existing stereotypes and when a particular news story is about a sensitive issue such as child sexual abuse. This stereotypical reporting does more harm than good not only to the victims themselves but also to create harsher viewpoints and stereotypes against this issue in society. Recently, this unethical practice has given rise to the "blame culture," where victims are now blamed for getting abused. Often news media promotes these stereotypes by supporting child sexual abuse myths, the incorrect beliefs attached to this issue, and the unethical and incorrect assumptions about child sexual abuse, the victims, and the perpetrators (Popovic, 2018). Another shortcoming of the media when reporting child sexual abuse cases is that it only reports the more prominent cases, which are rare, unusual, or more violent (Saint-Jacques *et al.*, 2012). The media frames child sexual abuse cases for the public audience and shows how serious the audience perceives these incidents to be. By selecting specific cases of CSA, the media give coverage in the newspapers and television programs based on their severity and violence. The study concluded that the media indirectly tell the audience which child abuse case is more important and is worthy of their attention and time (Major, 2009). Saunders and Goddard (2002) explored in advocacy campaign analysis the importance of the media in advocating for children's rights, specifically raising awareness about child abuse and how to prevent it, in their study. The goal of media should be to highlight the realities of child abuse victims in determining and addressing the social attitude toward child abuse to avoid it within the family and the greater society. They highlighted the media's critical advocacy role in raising society's awareness and how it responds to child abuse and neglect.

Research Questions

RQ1: To what extent Characteristics of Child Sexual Abuse cases are framed in Print Media of Pakistan are unethical?

RQ2: To what extent Print Media of Pakistan frame Child Sexual Abuse cases unethically more in thematic stories than episodic stories?

RQ3: To what extent Print Media of Pakistan frame Victims of Child Sexual Abuse Information unethically more than the Abuser's information

Hypotheses

H1: Print Media of Pakistan framed characteristics of Child Sexual Abuse cases in unethical manner.

H2: Print Media of Pakistan frame Child Sexual Abuse cases more unethically in thematic stories than the episodic.

H3: Print Media of Pakistan frame Victim of Child Sexual Abuse Information unethically more than the Abuser's information.

Methodology

The quantitative research method is selected to examine the effect of framing child sexual abuse cases in print media of Pakistan.

Sampling Technique

Content Analysis is conducted by identifying the content categories from three mainstream English newspapers of Pakistan, The News International, Dawn, and The Express Tribune. Data is collected from the newspapers through Purposive Sampling specifically on Child sexual abuse framed news stories.

Unit of Analysis

Unit of analysis is news stories covered by the newspapers on child sexual abuse i.e. victim and abuser stories on selected cases.

Time Frame

The published news between the time frames of 4th January 2018- 4th February 2018 for the Zainab Case, between 17th September 2019- 17th October 2019 for Kasur's Missing Boys' case, and news between 17th June 2021-17th July 2021 for the Sabir Shah Madrassa Case are considered for this research. The reason for selecting this specific time period is that the Zainab case was held on 4th January 2018, the case of Kasur's missing boys was held on 17th September 2019, and the Sabir Shah Madrassa child sexual abuse case was reported on June 17th, 2021.

Variables

This research has five main variables, consisting of sub-variables. The first is Newspapers. Its sub-variables include Dawn, The News International, and the Express Tribune. The news story containing information regarding child sexual abuse in newspapers are included in this variable.

The second variable is the Child Sexual Abuse Variable. Its sub-variables include Zainab Case (The news story containing information regarding child sexual abuse in Zainab case is coded as Zainab case).

Kasur Missing Boys Case (The news story containing information regarding child sexual abuse in Kasur Missing Boys case is coded as Kasur Missing Boys).

The Sabir Shah Madrassa Case (The news story containing information regarding child sexual abuse in Sabir Shah Madrassa case is coded as Madrassa). The third variable in this research is News Story. Its sub-variables are Headline and Story. The fourth variable is the Demographic. The Demographic variable includes the Gender of the victim that is male or female, the Age of the victim; younger child (between the years 5-10) or a teenager (ages 11-16) or Not Mentioned, education level of the victim (madrassa student, conventional school student or not mentioned), the number of victims in each case (single or multiple), the number of abusers in each case (single or multiple). The news story containing information regarding Child Sexual Abuse by a single abuser is coded as Single. The news story containing information regarding Child Sexual Abuse by multiple abusers is coded as Multiple and the abuser's social status (influential or non-influential). The news story containing information regarding Child Sexual Abuse by a non-influential person is coded as non-influential. The news story containing information regarding Child Sexual Abuse by influential is coded as Influential.

The fifth variable in this research is Media Reporting. Media reporting can be defined as how the media reports news about any topic or issue. Merriam Webster defines reporting as the act in which gives a formal or official account or statement of an act or some news. So, media reporting is the act in which the media formally informs the audience about any news occurrence. Media reporting is the primary variable of this research. All other variables are dependent on the Media Reporting Variable.

This variable includes four sub-variables: Media Reporting Style (Episodic or Thematic). The news story containing information regarding Child Sexual Abuse framed around a single person or event is coded as

Episodic. The news story containing information regarding Child Sexual Abuse focused on the broader context surrounding the news event along with opinions and follow-ups is coded as Thematic. Mortality of Victim Reported (Yes or No), Occurrence Place Reported (Open or Closed), and the Mortality Place of Victim Reported (Open or Closed). The sixth variable of this research is the Framing of the Story. The media creates frames to focus the audience's attention on certain events and incidents in light of the specific frames they create. The Framing of a Story is how the media decides what should be the highlight and which news event deserves to be the most prominent out of everything else happening in society. This variable also contains sub-variables in it. These are Information of Victims (Not Disclosed or Disclosed). The news story containing information regarding Child Sexual Abuse victim information not openly discussed is coded as Not Disclosed. The news story containing information regarding Child Sexual Abuse victim information openly discussed is coded as Disclosed. The Victims Face (Blurred, Not Blurred, or Photograph not added). The news story containing information regarding Child Sexual Abuse victims' blurring faces is coded as Blurred. The news story containing information regarding Child Sexual Abuse victims' faces not blurring is coded as Not Blurred.

The news story containing information regarding Child Sexual Abuse not containing the victim's photograph added is coded Victim Photo Not Added. Victims Family Reaction Recorded (Yes or No) and lastly, the Abuser's Face (Uncovered, Covered or Photograph not added). The news story containing information regarding Child Sexual Abuser's face not covered is coded as Uncovered. The news story containing information regarding Child Sexual Abuser's face covered is coded as Covered. The news story containing information regarding Child Sexual Abuse with photo of abuser being shown is coded as Photo Shown.

Data Analysis and Findings

Table 1. *Frequency of Newspapers and Demographics*

Variables	Newspapers	DAWN	The News Int	Express Tribune	Total
Demographic Variable	Gender				
	Female	14(28.5%)	19(38.7%)	16(32.6%)	49(52.6%)
	Male	12(27.2%)	14(31.8%)	18(40.9%)	44(47.4%)
	Age				
	Youngs	14(28.5%)	19(38.7%)	16(32.6%)	49(52.6%)
	Teen	15(34.1%)	12(27.2%)	17(38.6%)	44(47.3%)
	Not Mentioned	0	0	0	0
	Institution				
	Madrassa Student	6(28.5%)	11(52.3%)	4(19.04%)	21(22.5%)
	Conventional School Student	14(28.5%)	19(38.7%)	16(32.6%)	49(52.6%)
	Unknown	9(39.1%)	8(34.8%)	6(26.1%)	23(24.7%)
	Victim Number				
	Single	20(28.6%)	23(32.9%)	27(38.6%)	70(75.3%)
	Multiple	9(39.1%)	8(34.8%)	6(26.1%)	23(24.7%)
	Abuser Number				
	Single	29(31.2%)	31(33.3%)	33(35.5%)	93(100%)
	Multiple	0	0	0	0
	Abuser Relation				
	Family	0	0	0	0

	Neighbor	15(34.1%)	12(27.2%)	17(38.6%)	44(47.3%)
	Stranger	14(28.5%)	19(38.7%)	16(32.6%)	49(52.6%)
	Social Status of Abuser				
	Non influential	23(32%)	27(37.5%)	22(30.6%)	72(77.4%)
	Influential	6(28.6%)	4(19.0%)	11(52.4%)	21(22.6%)
Media Reporting	Media Reporting				
	Episodic	15(34.1%)	12(27.2%)	17(38.6%)	44(47.3%)
	Thematic	14(28.5%)	19(38.7%)	16(32.6%)	49(52.6%)
	Mortality of Victim Reported				
	Yes	23(32%)	27(37.5%)	22(30.6%)	72(77.4%)
	No	6(28.6%)	4(19.0%)	11(52.4%)	21(22.6%)
	Occurrence Place Reported				
	Open	0	0	0	0
	Closed	29(31.2%)	31(33.3%)	33(35.5%)	93(100%)
	Mortality Place of Victim Reported				
	Open	23(32%)	27(37.5%)	22(30.6%)	72(77.4%)
	Closed	6(28.6%)	4(19.0%)	11(52.4%)	21(22.6%)
Framing of Story	Victim Information				
	Not Disclosed	8(24.2%)	12(36.3%)	13(39.4%)	33(35.5%)
	Disclosed	21(42%)	9(18%)	20(40%)	50(53.8%)
	Victim Face				
	Blurred	2(25%)	0	6(75%)	8(8.6%)
	Not Blurred	3(33.3%)	2(22.2%)	4(44.4%)	9(9.7%)
	Victim Photo Not Added	24(31.6%)	29(38.1%)	23(30.3%)	76(81.7%)
	Family Reaction of Victim Recorded				
	Yes	3(15%)	10(50%)	7(35%)	20(21.5%)
	No	26(35.6%)	21(28.8%)	26(35.6%)	73(78.5%)
	Abuser Face				
	Uncovered	14(32.5%)	11(25.6%)	18(41.9%)	43(46.2%)
	Covered	3(37.5%)	0	5(52.5%)	8(8.6%)
	Photo Shown	12(28.6%)	20(47.6%)	10(28.8%)	42(45.2%)

RQ1: To what extent Characteristics of Child Sexual Abuse cases are framed in Print Media of Pakistan are unethical.

Hypothesis 1: Print Media of Pakistan framed characteristics of Child Sexual Abuse cases in unethical manner.

Hypothesis 1 has been proved by table 1. Total news stories published were 93 out of which 2 were ethical which is 2.1% and 88 were unethical which is 97.8%. In Gender, two genders were considered: Female and Male. The total number of Gender is 93. The total number of Female were 49 which makes 52.6% out of which 1 is ethical which is 2% and 48 news stories were unethical which is 97.9%. The total number of males 44 which is 47.3% out of which 1 is ethical which is 2.3% and 43 are unethical which is 97.7%. For Age the total number is 6, Young (5-10) are 4 which makes 66.6% out of which all 4 are unethical which is 66.6% and 0 are ethical. For Teens (11-15) total number is 1 which makes 16.6% out of which 1 is unethical which is 16.6% and 0 are ethical. For Not Mentioned total number is also 1 which makes 16.6% out of which 1 is unethical which is 16.6% and 0 are ethical.

Table 2. *Characteristics of Child Sexual Abuse Cases and Ethical Standards of Framing.*

Characteristics of Child Sexual Abuse		Frequency (%)	Framing (%)	
			Ethical (%)	Unethical (%)
News Stories Published		93 (100%)	2 (2.1%)	88(97.8%)
Gender				
	Female	49 (52.6%)	1(2%)	48(97.9%)
	Male	44(47.3%)	1(2.3%)	43(97.7%)
Age				
	Young (5-10)	4(66.6%)	0	4(66.6%)
	Teen (11-15)	1 (16.6%)	0	1 (16.6%)
	Not Mentioned	1(16.6%)	0	1(16.6%)
Institution				
	Madrassa	21(22.5%)	0	21(22.5%)
	Conventional School	49 (52.6%)	1(2%)	48(97.9%)
	Unknown	23(24.7%)	1(4.3%)	22(95.6%)
Number of Victim				
	Single	70 (21.5%)	1(1.4%)	69(98.6%)
	Multiple	23(24.7%)	0	23(24.7%)
Abuser Number				
	Single	93(100%)	2(2.1%)	91(97.8%)
	Multiple	0	0	0
Abuser Relation				
	Family	0	0	0
	Neighbor	44(47.3%)	0	44(47.3%)
	Stranger	49(52.6%)	0	48(51.6%)
Social Status of Abuser				
	Non influential	70(75.2%)	1(1.4%)	69(74.1%)
	Influential	20(21.5%)	0	20(21.5%)

For institution, the total number is 93 out of which Madrassa has 21 which makes 22.5% out of which 0 are ethical and 21 are unethical which is 22.5%. The total number of news for Conventional school were 49 which makes 52.6% out of which 1 was ethical which is 2% and 48 were unethical which is 97.9%. Total number of news for Unknown were 23 which makes 24.7% out of which 1 is ethical which is 4.3% and 22 are unethical which is 95.6%. For Number of Victims, out of a total of 93 news, 70 had Single victim which makes 21.5% out of which 1 is ethical which is 1.4% and 69 were unethical which is 98.6%. 23 news contained Multiple victims which makes 24.7% out of which 0 were ethical and all 23 were unethical which makes 24.7%. For Abuser Number all 93 news contained Single abusers which makes 100% out of which 2 were ethical which is 2.1% and 91 were unethical which is 97.8%. There were 0 news containing Multiple abusers. For Abuser Relation, there were 0 news for Family. Total news for Neighbor is 44 which makes 47.3% out of which 0 are ethical and 44 are unethical which is 47.3%. For Stranger there are 49 news which makes 52.6% out of which 0 are ethical and 48 are unethical which is 51.6%. In Social Status of Abuser, 70 are non-Influential which makes 75.2% out of which 1 is ethical which is 1.4% and 69 are unethical which is 74.1%. 20 are Influential which makes 21.5% out of which 0 are ethical and 20 are unethical which is 21.5%.

Table 3. *Media Reporting and Ethical Standards*

Ethical Standards in Reporting		Reporting Types		Total
		Episodic Stories (N%)	Thematic Stories (N%)	
1.Occurrence Place Reported				
Closed Place Shown		45(50%)	45(50%)	90(100%)
Closed Placed not Shown		0(0%)	1(1.09%)	1(100%)
2.Mortality of Victim Reported				
Face of Victim Shown		43(50.5%)	42(49.5%)	85(100%)
Face of Victim Covered		0(0%)	1(1.16%)	1(100%)
3.Mortality Place of Victim Reported				
Open Place		44(50%)	43(48.8%)	88(100%)
Closed Place		0(0%)	1(1.1%)	1(100%)
1.Chi Square = 6.791; p. = .081				
2.Chi Square = 7.127; p. = .097				
3. Chi Square = 4.213; p. = .712				

RQ2: To what extent Print Media of Pakistan report Child Sexual Abuse cases unethically more in thematic stories than in episodic stories.

Hypothesis 2: Print Media of Pakistan report Child Sexual Abuse cases more unethically in thematic stories than episodic.

According to the above table, Hypothesis 2 is not supported because in thematic and episodic stories both are reported unethically. This study has revealed that in both of the story types, unethical reporting is carried out. The Chi-Square value 6.791 is not significant at level .05 ($p = .081$) in occurrence place reported. In mortality of victim reporting 7.127; $p = .097$ which is also not significant. Hence Hypothesis is not supported. In mortality place of victim reported Chi Square = 4.213; $p = .712$, that is not significant. Therefore hypothesis 2 is not validated.

Table 4. *Media Framing and Ethical Standards*

Print Media Framing		Ethical Standards		Total
		Ethical	Unethical	
1.Victim Information				
	Not Disclosed	21(95.4%)	1(4.2%)	22(100%)
	Disclosed	1(1.7%)	57(98.2%)	58(100%)
2.Victim Face				
	Blurred	8(88.8%)	1(11.1%)	9(100%)
	Not Blurred	1(1.6%)	61(98.3%)	61(100%)
3.Victim’s Family Reaction				
	Recorded	3(6.8%)	41(93.1%)	44(100%)
	Not Recorded	29(96.6%)	1(3.3%)	30(100%)
4.Abuser Face				
	Covered	2(4.76%)	40(95.2%)	42(100%)
	Not Covered	44(100%)	0	44(100%)
	Photo Shown	4(80%)	1(20%)	5(100%)
5.Abuser Name				
	Exposed	37(97.3%)	1(2.6%)	38(100%)
	Not Exposed	1(4.5%)	21(95.4%)	22(100%)

1. Chi Square = 4.311*; p = .031
2. Chi Square = 5.310*; p = .017
3. Chi Square = 3.212*; p = .011
4. Chi Square = 5.172*; p = .023
5. Chi Square = 3.789*; p = .017

*Correlation is significant at the 0.05 level (1-tailed).

RQ3: To what extent Print Media of Pakistan frame Victim of Child Sexual Abuse Information unethically more than the Abuser's information

Hypothesis 3: Print Media of Pakistan frame Victim of Child Sexual Abuse Information unethically more than the Abuser's information.

Hypothesis 3 is supported as for Victim information, it was Not Disclosed 22 times out of which 21 were ethical which makes 95.4% and 1 was unethical which makes 4.2%. It was Disclosed 58 times out of which 1 was ethical which makes 1.7% and 57 were unethical which is 98.2%. For Victim Face, it was Blurred for a total of 9 times out of which 8 were ethical which is 88.8% and 1 was unethical which is 11.1%. It was Not Blurred 61 times out of which 1 was ethical which is 1.6% and 60 were unethical which is 98.3%. For Victim's Family Relation, it was Recorded 44 times out of which 3 were ethical which is 6.8% and 41 were unethical which is 93.1%. It was Not Recorded 30 times out of which 29 were ethical which is 96.6% and 1 was unethical which is 3.3%. For Abuser Face, it was Covered total 42 times out of which 2 were ethical which is 4.76% and 40 were unethical which is 95.2%. It was Not Covered for a total of 44 times out of which 44 were ethical which makes 100% and 0 were unethical. The Photo of the Abuser was shown 5 times out of which 4 were ethical which is 80% and 1 was unethical which is 20%. For Abuser Name, it was Exposed 38 times out of which 37 were ethical which is 97.3% and 1 was unethical which is 2.6%. It was Not Exposed 22 times out of which 1 was ethical which is 4.5% and 21 were unethical which is 95.4%. In Victim Information the value of Chi Square is 4.311 which is significant at level 0.05 (p = .031). For Victim Face Chi Square value is 5.310 p = .017 which is also significant. For Victim's Family Reaction the Chi Square value is 3.212 p = .011 which is also significant. For Abuser Face the value of Chi Square is 5.172 p = .023 which is also significant. For Abuser Name the value of Chi Square is 3.789 p = .017 which is significant as well. Therefore, Hypothesis 3 is validated.

Table 5. *Framing of Victim Information and Framing of Abuser Information*

Variable			Ethical Standards				
			Ethical Std. Error	Beta	R	Unethical Beta	R
Framing Information	of	Victim	.047	.102	2.812	.131	3.017*
Framing Information	of	Abuser	1.421	.303	2.222	.521	3.319
							.076

According to the above table, Hypothesis 3 is supported through regression analysis it has been revealed that Print Media of Pakistan frame Victim of Child Sexual Abuse Information unethically more than the abuser information. The values of Nagelkerke R-square in both (disclosing victim's information and descriptions) is .000, therefore hypothesis 3 that is Print Media of Pakistan frame Victim of Child Sexual Abuse Information unethically more than the Abuser information, is validated.

Findings and Discussion

Hypothesis 1 states that Print Media of Pakistan framed characteristics of Child Sexual Abuse cases in an unethical manner. The results revealed that the hypothesis had been supported, which means that Print Media of Pakistan does frame characteristics of Child Sexual Abuse cases in an unethical manner.

A study by Lonne explored that the victim's details like name, age, and address are reported extensively (Lonne and Parton, 2014; Niner et al., 2013). Hodgkiss (2017) expressed that reporters and news organizations reporting child sexual abuse news make the content sensational and fulfill audience interests resulting in increased readership and ratings. While reporting the story of CSA, the news is made sensational by adding characteristics of the victim, like personal detail, demographics, and geography, unethically (Nair, 2019). Therefore, the first hypothesis that Print Media of Pakistan framed characteristics of Child Sexual Abuse cases in an unethical manner is the same as Lonne, Nair, and Hodgkiss analyzed in their studies.

Hypothesis 2 states that Print Media of Pakistan reports Child Sexual Abuse cases more unethically in thematic stories than episodic. The result revealed that this hypothesis had not been supported. Print Media of Pakistan does not report Child Sexual Abuse cases more unethically in thematic stories than episodic ones.

The empirical study of Dorfman et al. (2005) has revealed that news in print is framed episodically or thematically. Episodic frames revolve around one person, and thematically framed news is regarding a complete event or opinion related to the event (p.320). In Asian media, both episodic and thematic frames are used to report the child sexual abuse victim and abuser unethically (Major, 2009; Mejia et al., 2012c). Hence, Print Media of Pakistan reports Child Sexual Abuse cases more unethically in thematic stories than in the episodic supports of the Dorman and Majors studies.

Hypothesis 3 states that the Print Media of Pakistan frame Victim of Child Sexual Abuse Information unethically more than the Abuser's information. The result revealed that this hypothesis had been supported, which means that Print Media of Pakistan does frame Victims of Child Sexual Abuse Information unethically more than the Abuser information. That is statistically at 3.017*, which is a significant 0.00.

All media organizations and reporters, while reporting Child sexual abuse, detail news mentioning victim's detail like name, location, abused by single or multiple users as a sensationalizing tool unethically more than the abuser's information (Foley et al., 2008). News stories become sensationalized. The media stigmatize and victimize the survivors, and the abuser is underrepresented. Abuser information is kept confidential, whereas victims' information is discussed in detail on media (Popović, 2021, p.22). Hence, supports this study's hypothesis that the Print Media of Pakistan frame Victim of Child Sexual Abuse Information unethically more than the Abuser information.

Although the print media in Pakistan has evolved over the years, it still has a long way to go before it can fully understand and start practicing the proper ethical standards of child sexual abuse reporting. Three newspapers were selected due to their readership and popularity among the masses of Pakistan. However, unfortunately, even these mainstream newspapers were not close to following the perfect ethical reporting standards when it comes to reporting news about sensitive topics such as child sexual abuse. Many factors can be taken as the cause of why Pakistan's newspapers lack such responsibility. The social stigma attached to child sexual abuse in society. This fear of social unacceptance and abandonment attached to the issue is not only practiced on an individual level in our society but, as this research proves, it is also a massive part of our mainstream media corporations as well. Another reason why the media reports such incidents unethically is due to Pakistan's society's need to know the details and particulars of the crimes. This is why media organizations sensationalize these stories for the sole purpose of attracting a larger audience. It is often seen that sensationalized news portrayals of such incidents of abuse attract the public. This leads to a

higher readership for the newspapers, and hence unethical style of reporting is adopted by all reporters just for the sake of attracting larger audience.

In a country where the mental health of individuals is largely ignored, unethical reporting of child sexual abuse cases is leading to serious mental health problems in the victims. Broadcasting every single detail of the crime as well as about the victim themselves; their age, gender, photographs, the place they live, their family members, etc. can all damage the mental health of the young abuse victim. In countries like Pakistan, another reason is the lack of knowledge media organizations have about children's rights. Documents such as the principles and guidelines that UNICEF has issued about reporting cases ethically. Mainstream organizations set no basic standards. As a result, the children who have already suffered enough violence are subjected to being exploited. These news organizations take advantage of their suffering to gain a larger audience and grow their readership. The media ends up ruining the lives of victims and their families and the case itself by giving out a massive amount of sensitive information to the public, which also interferes with the investigation itself. This ruins the investigation and narrows down the already slim chance the victim has of getting any justice in society. This is also an example of unethical and senseless reporting in such sensitive cases. All this is done by these news media organizations for the sole purpose of feeding the curiosity of the public masses and to be the first ones who give the public the "scoop" on the particular case.

Conclusion

The findings of this study prove that the print media of Pakistan is not following ethical guidelines regarding reporting child sexual abuse cases occurring in the country. Pakistan's media has a long history of misusing and mishandling victims of abuse and trauma, and there is still a long way to go. It has been revealed that the print media in Pakistan frames characteristics of child sexual abuse cases in an unethical manner. Moreover, the print media of Pakistan unethically frames child sexual abuse cases in thematic and episodic stories equally. Print media of Pakistan frames victims of Child Sexual Abuse Information unethically more than the Abuser's information.

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Conflict of Interest

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