



## Influence of Mass Media on Child Abuse Prevention Awareness among Parents and Teacher

Sunita<sup>1</sup>, K K Rattu<sup>2</sup>

<sup>1</sup>Phd Scholar, Jaipur National University.

<sup>2</sup>Professor, Jaipur National University.

### Abstract

Nobody knows what goes on behind closed doors, and this is particularly true for the abuse of children. Their naiveté and lack of experience in the outside world are often utilized against them, which results in their subjugation. On a similar note, children are often used as scapegoats to vent the ire of their parents, teachers, and other relatives, all of whom can avoid any penalties. However, the aspect of the narrative that is most unfortunate is that the topic is taboo in India. As a result, an increasing number of children are subjected to physical abuse, sexual abuse, emotional abuse, and neglect simply because they are unaware that these forms of abuse are abnormal.

An NGO analyzed the statistics from the NCRB, and their findings showed that 1,28,531 crimes against children were documented in India in 2017. This number suggests that an average of 350 crimes against children were reported daily throughout the epidemic.

The prevention of this research paper is to raise children's awareness about the importance of preventing child abuse and to spread stakeholders in particular and civil society in general on the protection and significance of protecting children from being abused, exploited, or discriminated against, as well as providing protection when natural times strike. Understanding the prevention routes that lead from abuse to consequences and the setting in which those consequences occur is crucial; a number of fundamental ideas need to be considered.

**Keywords:** Child Abuse, Child Sexual Abuse (CSA), Physical Abuse, Emotional Abuse, Child Neglect, Domestic violence, Child Abuse Prevention Awareness, Mass Media.

### Introduction

Under no circumstances is it acceptable to justify the use of violence toward children. All violence against children is avoidable. There are many facets to the problem of violence against children, so there should be many facets to the solutions. The protection of children in situations

involving potential or actual physical violence should be a top priority. Children are often the victims of adult violence, which has gone mostly unnoticed, undocumented, and unheard of for decades. Today, the effects of violence committed against children are more accurately documented and readily apparent (Pandey, 2005).

Any nation that values its future would do well to invest in its children. In the course of human existence, the period of childhood is the one that is seen as being the most important due to the fact that it is the period during which the foundations are laid not only for the individual's future but also for the future of the nation. The way in which those children were cared for when they were younger would play a significant part in determining their outlook, level of childhood assurance, and social orientation as adults (Sanjana, 2016).

Because of the significant impact, it would have on their sense of self-worth, parents should never stop motivating and supporting their children. Building a strong link with the child may be facilitated largely via physical touches, such as through the exchange of hugs and kisses. They should never take out their frustration or fury on the children. They won't have to be afraid of their children if they treat them respectfully. Despite how busy they are, they should make an effort to play with their children whenever they can. Parents should remind their children regularly how much they care for them.

The success of their students is important to teachers, who are dedicated to providing the assistance students need to realize their potential. In addition, teachers are concerned about their students' overall happiness and well-being and their lives outside of school. The instructor demonstrates an interest in the kids' education when they motivate the students by encouraging them, praising them, and getting them. It is important to recognize children's rights as fundamental human rights and promote this understanding across society. The children need to perceive that it is worthwhile for them to attend their lessons (Devagan, 2008).

The term "mass media" refers to any human-made device or process capable of communicating a message or body of knowledge to a large number of people or transferring any subject to that group. In this sense, the term "mass media" refers to various forms of expression, including books, movies, television, newspapers, online papers, and the internet. The mass media are the symbol systems teachers and students use to represent knowledge or the tools they use to transmit their knowledge representations.

## **Child Abuse in India**

Children make up 39 percent of India's total population, or four out of every ten people, according to India's Census from 2011. This represents four people in every group of ten. This is an extremely high figure in terms of the number of children that the nation is responsible for looking for. In expressing its vision of progress, prosperity, and equality, India has recognized that its children are its greatest human resource when they have the opportunity and are educated, healthy, and happy.

The following information was gleaned from the Census in 2011, which reveals:

- India has the youngest population of any world on earth, with over one-third of its total population being under the age of 18 years young.
- Only 35 percent of births are recorded, which might affect a person's identity and nationality.
- One child in every 16 passes away before they reach the age of one, and one child in every 11 passes away before they reach the age of five.
- India is responsible for the birth of around 35 percent of all newborns born in developing countries with low birth weight.
- India is responsible for around 40 percent of all cases of child malnutrition in the developing world.
- There are 914 girls for every 1000 boys in the child population, and the ratio is much lower in other areas. It is quite concerning that there is a trend toward fewer females being born in the 0 to 6 age range.
- The percentage of the total population comprised of children aged 0 to 6 years old fell by 2.8 percentage points between the Census taken in 2001 and the most recent one in 2011.
- There are still 19 children out of every 100 are not enrolled in school.
- By the time they reach the secondary level, seventy out of every hundred children who enroll in school do not continue their education.
- Sixty-six of every hundred children who do not complete high school is female.
- In India, around 65 percent of young girls are married before 18 and then become moms not long after that.
- India has the biggest child laborers per capita of any country in the world.
- India has the highest time of child sexual child in the world, with a child less than 16 being raped every 155 minutes, a child younger than ten being raped every 13 hours, and at least one in every ten children have experienced sexual abuse at some point in their children.
- The sex ratio in five Indian states, including Rajasthan, Delhi, Uttar Pradesh, Punjab, and Haryana, is lower than 900.

## **Types of Child Abuse**

Different types of possible child abuse exist in our society. Predictability, structure, specific limits, and the knowledge that their parents are looking out for their well-being, are all essential for children. Abused children are unable to anticipate the actions of their parents. Their world is a chaotic, terrifying realm with no set guidelines. The victim may get the abuse in the form of a slap, a harsh statement, stone-cold silence, being left uncared for and all by themselves.

### **a) Physical Abuse**

Abuse that causes physical pain or injury to the child is known as "physical abuse." It is possible that an intentional effort was made to harm the child, although this is not always the case. Many parents and caregivers who physically abuse children say they only teach proper behavior. Physical punishment as a discipline is significant to physical abuse. Discipline isn't meant to scare children but to teach them what's appropriate behavior. Bruises, burns, fractures, lacerations and abrasions, stomach injuries, and bite marks are symptoms of child abuse.

## **b) Emotional Abuse**

Poverty, weak parental control and non-cordial family interactions, childhood maltreatment or intergenerational transmission of child maltreatment, and parental alcoholism lead to emotional abuse. Emotional abuse may affect a child's mental health or social development, leaving them with lifelong psychological scars.

## **c) Child Neglect**

There is a pattern of not providing the child with their fundamental requirements, whether it be enough food, clothes, cleanliness, or supervision. This kind of child abuse is widespread and occurs when there is a pattern of not providing these necessities. Child and neglect of children are not always easy to spot.

## **d) Child Sexual Abuse (CSA)**

The involvement of dependent and immature children in sexual behaviors that they do not fully appreciate and for which they are unable to give informed consent has been defined as child sexual abuse.

## **Effects of Child Abuse and Neglect**

### **a) Lack of trust and relationship difficulties**

An old proverb goes, "If you can't trust your parents, who else can you trust?" Abuse committed by the main caregiver causes irreparable harm to the most basic relationship a child has, which is the expectation that the person accountable for their care would meet the child's physical and emotional needs securely and dependably. Without this basis, it isn't easy to learn to trust others or to know trustworthy people. This may lead it difficult to sustain relationships due to fear of being controlled or mistreated by the other person. As a result, the adult may not know what constitutes a healthy relationship, which might lead to unhealthy romantic relationships.

### **b) Core feelings of being "worthless" or "damaged."**

If a child hears again and over that they are incompetent or stupid, it will be exceedingly challenging to overcome these fundamental emotions later in life. Children may see things as being real. Because they do not feel that they are capable of achieving their goals, when they become adults, they may not strive an effort to further their education and might instead settle for a job that does not pay as much as they would want. Those who have survived sexual abuse generally struggle the most with a sense of being harmed, particularly due to the stigma and shame that accompany sexual abuse.

### **c) Trouble regulating emotions**

Children that are abused are unable to express their emotions securely. As a consequence of this, the feelings are repressed, which then causes them to surface in unexpected ways. As adults, survivors who survived child abuse sometimes struggle with unexplained anxiety, despair, or

aggression. They could try to dull the ache in their hearts with alcoholic beverages or illicit narcotics.

#### **d) The problem of shame and guilt in child sexual abuse**

In addition to the physical harm that it may do, sexual abuse is most often responsible for the profound and far-reaching emotional component. Children who have been sexually molested suffer from crippling feelings of shame and remorse. They might have mistaken beliefs that they are to blame for the abuse or that they brought it upon themselves somehow. As they become older, this may lead to feelings of self-hatred and sexual issues, the most common of which are either excessive promiscuity or an inability to develop close personal relations. Children have a hard time coming out about sexual abuse because of its shame. They can be concerned that others won't believe them, that they'll split other people furious, or that it will cause their family to become a part. Because of all of these obstacles, it is rather rare for children to make up allegations of sexual abuse, and when they do, adults should take the child's words seriously if they confide in them.

### **Risk Factors for Child Abuse**

Abuse and neglect of children may happen in any child, even those with a healthy and happy appearance on the outside. However, some situations put children at a much more precarious risk.

#### **a) Domestic Violence**

Children suffer psychological and physical harm when forced to witness acts of domestic violence. The situation is still quite dangerous for the children, even if their mother tries all in her power to safeguard them and prevent them from physically abusing them. Leaving an abusive relationship is the best thing a parent can do to protect their children, and anybody in such a relationship should realize this.

#### **b) Alcohol and Drug Abuse**

Children go through a lot of stress when forced to live with an alcoholic or addict, making them more vulnerable to abuse or neglect. Parents who are intoxicated or high cannot care for their children, make sound judgments on parenting, or manage their urges, which may often be harmful. Abuse of substances also often results in abuse of one's body.

#### **c) Untreated Mental Illness**

Parents who struggle with mental disorder conditions such as depression, anxiety disorders, bipolar disorder, or any other mental disease will have difficulty taking care of themselves, much alone their children. A parent who has been traumatized or suffers from mental understanding may be emotionally aloof and withdrawn from their children or be quick to rage without knowing why. If the caregiver receives treatment, the children will get better care.

#### **d) Lack of Parenting Skills**

Some caregivers have never received parenting training. Parents who were abused may only know how to raise their children the same way. One example of this would be teen parents having unrealistic expectations about the amount of care that infants and young children need. In the circumstances like these, attending parenting courses, counseling, and participating in caregiver support groups are wonderful ways to improve one's parenting skills.

#### **e) Stress and Lack of Support**

Parenting requires a lot of time and effort. It may be particularly challenging if the individual in question is raising their children without support from their extended family, friends, or the community or if they are coping with relationship problems and financial challenges. It might be difficult to care for a child with special needs or a handicap. It is essential to get the necessary support to provide mental and physical assistance to a child in need (Pandey & Rajendra 1991).

### **Laws for Children Worldwide**

There are several laws that have been enacted all over the world to prevent the abuse of children. They are

1. “International Conventions and Declarations on Rights of Children
2. United Nations Convention on the Rights of the Child
3. International Conventions on Civil and Political Rights (ICCPR)
4. Conventions on Rights of Children (CRC)
5. Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW)
6. SAARC Convention on Prevention and combating Trafficking in Women and Children for Prostitution”.

### **Introduction to Mass Media**

“Every means of communication, regardless of its format,” is how the term “media” is often defined. In this sense, the term “media” refers to a wide variety of diverse symbol systems, including but not limited to print, graphics, animation, music, and moving images. “mass media” refers to “any object or process of human origin that can be used to convey message or knowledge or transfer any subject to large numbers.” In other words, “anything that can be used to transfer any subject to large numbers.” In this sense, the term “mass media” refers to a wide range of diverse forms of newspaper, including books, movies, television, newspapers, online papers, and the internet. In education, the mass media are the symbol systems teachers and students use to represent knowledge or the tools they use to transmit their knowledge representations.

The term “mass media” refers to any media technology designed to communicate simultaneously with a big mass of technologies. “Television, radio, cinema, movies, CDs, DVDs, and other electronic devices such as cameras and video consoles” are all examples of broadcast media. Broadcast media are sometimes referred to as electronic media since they communicate their

content electronically. On the other hand, print media, which include newspapers, magazines, comic books, novels, brochures, newsletters, flyers, and pamphlets, use a physical item to communicate their content to their newspaper. The term “mass media” refers to a broad category of different types of organizations, including television stations and publishing houses, that are in charge of these technologies. Because it offers a wide variety of mass media services—including email, websites, blogging, the internet, and television—Internet media is capable of attaining the status of a mass media outlet in its own right (Joan & Sieber, 1994).

### **Influence of Mass Media on Child Abuse Prevention Awareness**

Positive and negative impacts among child features, the home environment, and the kid’s larger social context interact to predict child abuse outcomes. These environments may be broken down into three categories: When there is an abuse of children in culture, communities of parents work to raise their children’s awareness of the problem in order to protect them, and the media often reports on the results of these efforts.

Children who have been abused may endure additional stresses, and the consequences of abuse prevention may appear at various stages in a child’s development. As a result, the study that has been conducted on this prevention with the greatest rigor has attempted to take into account the various elements that can be confused with understanding how to prevent child abuse.

Abuse of children is a problem in practically every child in the world; however, the problem is significantly more widespread in some nations. There is no doubt that India is one among them. Children in vulnerable situations like poverty, disability, homelessness, etc., are doubly disadvantaged by their gender and physical, geographic, economic, political, and social situations. When looking at the situation of children, it is thus very necessary to take things from the point of account of the child. With the aid of the media, certain steps have already been taken to limit the amount of child abuse. More outcome studies are desperately required, particularly from low- and middle-income families via the media. These studies are needed to enhance the adoption of prevention strategies aimed at preventing child abuse. These studies need to involve efforts made to find the outcomes of the various strategies that are currently in place. They should provide a practical way to plan, design, construct, and implement prevention initiatives in a way that provides proof of their effectiveness.

Due to the fact that the researcher was aware of this, they decided to concentrate their efforts on issues about children and carry out this research on the “Influence of mass media on child abuse prevention awareness among children, parents, and teachers” by conducting a literature review on the work done by earlier researchers.

These studies examined the relationship between the media and raising awareness about preventing child abuse. Most of the studies used questionnaires that the researchers created to gather the data. For the most part, the researchers from India and other countries have taken schools and parents as studies for their study on the Mass media and Child abuse prevention awareness.

Ramraje K. (2012), in his research study titled “A socio-legal research on child abuse and juvenile delinquency with its effects in India,” the primary purpose of the study was to find the age range of children who were the victims of abuse as well as the type of abuse that they endure at the hands of their abusers. Children, parents, advocates, law enforcement personnel, non-governmental institutions, protection homes, and rehabilitation centers make up the population of this study. For the purpose of collecting data for this study, both primary and secondary sources were consulted.

A study project entitled “Child sexual abuse and the media: a literature review” was carried out by Weatherred (2015). This complete literature was made on a prior study. This study investigated the way of the media on child policy, public opinion, and clinical practice around child sexual abuse. This included analyzing news story framing. The study found that media coverage of child sexual abuse over the last 50 years may be divided into five separate time periods. The sorts of media reports and public policy changes characterize these time periods. This study’s comprehensive literature analysis was undertaken on 16 English-language studies published between 1995 and 2012 on child sexual abuse media coverage across disciplines and geographic borders. Seminar work, citation network analysis, and framework model development were accomplished. The content analysis included framing theory, media advocacy, media effects, public health, and public policy.

A study project titled “Cinema may help break the silence around child sexual abuse in India” was carried out by Girish B. (2015). This study aimed to determine whether India has given child sexual abuse (CSA) the attention it deserves. India’s Ministry of Women and Child Development conducted this study in 2005. The sample includes 13 states and 12,447 children, 2324 young adults, and 2449 stakeholders. 53.22 percent of children reported having been sexually abused, 21.90 percent reported severe sexual abuse, and 5.69 percent reported being sexually assaulted. In addition, the figures revealed that the vast majority of children did not tell anybody about the incident. According to the conclusions of this study, about one in every two children in the country are victims of sexual abuse, and approximately one in every five children are victims of serious sexual abuse.

A study project entitled “Implications of Corporal Punishment on Primary School Children” was carried out by Shukla (2013). Three hundred samples were taken from children attending primary schools. The effects of corporal punishment on children include “physical pain, mental harassment, a feeling of helplessness, worthlessness, depression, inhibition, aggression, shame and self-doubt, guilt, social withdrawal, inferiority, rigidity, lowered self-esteem, stress, and heightened anxiety,” which may increase his or her emotional child. According to the study, students who were subjected to corporal punishment had “trouble sleeping, fatigue, feelings of sadness and worthlessness, suicidal thoughts, anxiety episodes, increased anger with feelings of resentment and aggression, deteriorating peer relationships, difficulty concentrating, lower school achievement, antisocial behaviour, intense dislike of authority, somatic complaints, and school apathy.”

A study entitled “An analytical study on the influence of social media pertaining to youth” was made out by Shakunt (2014). The purpose of the study was to investigate the function of social



media as an instrument for the formation of attitudes in young people, as well as to investigate the level of awareness regarding the potential of social media as a medium for the dissemination of important information to young people. In this study, quota sampling was used to collect responses to the questionnaire from a diverse range of participants from various professional and educational backgrounds. Teenagers, college students, working adults, and stay-at-home mothers were included in the study's sample age. Participants' ages ranged from 15 to 35 years old. The sample size used for his study was one thousand.

A study into "child abuse and media: an assessment of oredo local government area of edo state Nigeria" was carried out by Stevenson O.O. and Kayode A.R. (2008). There was a survey study done. The sample consisted of 200 parents who were picked at random. A scale with three points was used. The method of descriptive analysis was used. According to the findings of the study, 86.5% of respondents were familiar with at least some of the television programs that tackle the subject of child abuse, and 71.5% believe that television has contributed to raising awareness about the issues of child prostitution and child sexual abuse among the general public. According to the study's findings, television as a form of communication has successfully brought more attention to the issue of child abuse via the dissemination of various programs whose overarching goal is the prevention of child abuse.

Ravikumar (2014) researched "Child sexual abuse in Madurai, India: A literary review and empirical study." This study makes an effort to investigate the cultural and patriarchal relevance of child sexual abuse in a conservative town in India, with a special focus on gaining an understanding of the problems that teenage girls face in India today. One hundred individuals affiliated with the Thiyagarajar College of Engineering in Madurai were allowed to reply to a questionnaire. The researchers hypothesize that change is imaginable when the social consciousness is alerted to terrible occurrences that happen in the population of Indians. For children to flourish and enjoy the delights of childhood, there needs to be a deeper level of change brought about by social events. The review that was conducted for this study concentrated on seven primary types of interventions. These categories were: "home visiting, parent education, child sex abuse prevention, abusive head trauma prevention, multi-component interventions, media-based interventions, and support and mutual aid groups." Home visits, parent education, preventing abusive head trauma, and multi-component interventions show potential in reducing child abuse and neglect. "Home visiting, parent education, and child sexual abuse prevention" reduce child maltreatment risk variables. Even though these results are questionable owing to methodological flaws in the reviews and outcome assessment studies they rely on, statistics show that these three look effective in reducing risk factors for child maltreatment. In low- and middle-income countries, outcome assessments of child maltreatment prevention interventions are rare, accounting for just 0.6% of the evidence base. This finding was discovered through an examination of the geographical distribution of the evidence.

A study titled "Mass media and disclosures of child abuse in the perspective of secondary prevention: putting ideas into practice" was carried out by Cues H. and Aart M.(2000). The study's primary purpose was to determine, from both a theoretical and practical prevention, whether or not it was worthwhile to make full use of the potential for preventing child abuse.

However, prevention strategies in child abuse were often restricted to prevention via interpersonal communication. This was the case in the majority of means. This study aims to fill the gap that has been identified. According to the study's findings, there were a number of problems with how the development process was carried out, particularly in terms of issue identification, target formulation, and the evaluation of unanticipated outcomes. Observations and remarks of a negative nature were made with regard to the intervention density, as well as the input and output of monetary and human resources. In contrast to the majority of preventative interventions, the intervention has been described as having the potential to disrupt the reliance that the abused child has on the abuser and instead speak directly with the children. The study concluded that additional effective prevention strategies are needed. The presented program may be an example of an ecological strategy that extends our potential to avoid continued abuse by reaching beyond the microsystem.

According to research conducted by Rouis, Limayem, and Sangari (2011), undergraduate students at the Lulea University of Technology in Sweden reported a negative impact of social media on their academic performance. Students should understand from the study by gaining a better usage of the consequences of their heavy use of Facebook and learning how to manage their social contacts better to support their overall growth rather than hinder it.

A study of the "Efficacy and effectiveness of the role of media as an important tool for human rights campaigners" was carried out by Ritu, S., and Sood (2009). An in-depth study of the accomplishments of the worldwide movement against child labor needs to be the primary objective of the study's success. The qualitative research design was selected as the approach for this particular research endeavor. Interviews, questionnaires, and case studies are the three primary approaches to qualitative research. In this study, conclusions were reached based on the findings and discussions obtained from the research undertaken. In this study, an effort is made to map people's views of human rights, with the objective of investigating the social, cultural, and economic underpinning of the comparative points of departure and similarities. In the study, comparisons will be made on how well different forms of media are understood in terms of the content and message they convey.

## **Recommendations**

The recommendations are based on the literature reviews done by the researcher on present research work:

- Parents and teachers must give their children great support and encouragement in their curricular and curricular endeavors. They must teach their children about the positive and negative touches of touch.
- Parents in cities need to spend more time with their children and keep a closer check on them. Children who live in cities are more likely to get involved with problematic aspects of society, so their parents and teachers pay more attention to them.
- Children who grow up in nuclear families often report feelings of family. Therefore, their parents should spend their valuable time with children and talk about the preventative steps they may take against abuses.

- Within the child of the nuclear family, parents are expected to establish a healthy and stable connection with their children. They should also ensure that their relationship with their parent is encouraging and loving. They are required to get training on effective parenting skills.
- Schools for both boys and mixed genders Children are not being properly cared for emotionally. As a result, their parents and teachers need to support and give them therapy lavishly.
- Parents of girls attending coeducational schools are aware of the need to provide adequate child care to protect their children from the negative effects of social issues. They are prepared to know the current trends in mass media and do it on time.
- Parents whose children attend government-funded or privately run schools are more focused on their children's education and spend less time engaging in social activities and open conversation with them. They have an interest intellectually and professionally in their children. Therefore, parents whose children attend aided or private schools should keep a particularly close eye on their children by reading about social issues related to child development in the mass media.
- Teachers at girls' schools and schools that accept students of both sexes should maintain positive relationships with the students in their classrooms, connect with the community on behalf of positive causes, and talk with parents about how best to shield their children from negative influences.
- Parents and teachers must educate their students about the numerous forms of abuse that may come from peers, strangers, and even family.
- Educational institutions should also raise awareness of the many acts preventing child abuse by conducting various awareness programs via videos and episodes on child abuse prevention programs. Educational institutions should conduct these programs.
- Awareness programs against child abuse should be carried out with the assistance of non-governmental organizations and officials from the government. Either the direct or indirect method of teaching might readily accomplish this goal. One-on-one teaching, one-on-one counseling, and group-based teaching for children would fall under direct methods. Indirect methods would involve the use of media, pamphlets, role plays, drama, and talk shows.
- The government should analyze the extent to which child care services reflect national child care policy. Policies on child safety and care should be conveyed via advertising, awareness-raising programs, and applications.
- Every educational institution must have a counsellor on staff, and that counselor must assist students who are abuse victims.
- When broadcasting programs that include children, the mass media must exercise caution. Movies and other programs in any form of mass media should be controlled if they include unhealthy or undesired situations that encourage the abuse or child of children.
- In general, educational institutions should establish stringent guidelines for the transportation of children on ordinary outings such as field trips, picnics, and other such activities. On school grounds, there must always be at least one female ward or guard present until the very last child is brought to their house.

## Conclusion & Suggestions

The researcher conducted this study to protect children from being abused by mass media and raise awareness about the abuse among children. It has a wealth of expertise working in partnership with organizations, child-led initiatives, governments, and other important stakeholders with the assistance of the mass media. The most fundamental aspects of a child's rights are their ability to survive, eat, get an education, develop normally, and be safe. Illiterate parents are not aware of the rights that belong to their children. They should be established with consideration for children's rights, and children themselves should demand and fight for those rights. It is the responsibility of anyone working in the mass media to raise awareness about child abuse among parents and teachers. In any abuse where there is reason to think that a child has been abused, stop all forms of cruelty towards children. The media and society are fighting against all forms of child abuse to ensure awareness about its prevention among children, parents, and teachers. Children are not permitted to work in hazardous conditions that might lead to physical or emotional abuse. Because it is preferable to prevent problems than to cure them, the researcher made to do the study and then distribute the findings of the study, which were titled "influence of mass media on child abuse prevention awareness," to the general society as many different forms as possible.

It is the responsibility of anyone working in the mass media to raise awareness about child abuse among parents and teachers. In any abuse where there is reason to think that a child has been abused, stop all forms of cruelty towards children. The media and society are fighting against child abuse to ensure awareness about its prevention among children, parents, and teachers. Children are not permitted to work in hazardous conditions that might lead to physical or emotional abuse. Because it is easier to avoid an issue than to fix it, later on, it is everyone's responsibility to make sure that misconduct of this kind does not occur.

The following suggestion can be drawn through the present research work:

- Case studies are one prevention that may be used to raise awareness about the need to prevent child abuse.
- An in-depth investigation of social media's impact on today's young people
- A study project examining teachers' levels of familiarity with social media and secondary school
- It is possible to conduct a study comparing the effects of emotional neglect and emotional problems studied by children.
- It is possible to conduct experimental research to assess the efficacy of training programs on various strategies for preventing the abuse of children.
- It is possible to research the perspectives preschool teachers studied on mass media and their personal experiences with such platforms.

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