Child Abusing News: Episodic and Thematic Media Framing Adapting the Children Act and UNICEF's Principles in Bangladesh

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Media is the principal channel of communication that structures people's consciousness. Such influence of media is often constructed through particular framing which reaches powerful organizations and encourages them to work on different social issues like child abuse. The present study is designed to assess the trend of episodic and thematic media framing on child-abusing news and its relation with the adaptation of The Children Act along with UNICEF's reporting principles. With media framing theory this paper executed a quantitative study through content analysis. A total of 1091 news articles were studied from two broadsheets and one tabloid newspaper within a timeline of one year. Results revealed that episodic news has a higher tendency of violating reporting principles than thematic. Incidents of sexual abuse received most of the coverage in Bangladeshi newspapers where girls were found most likely to be the victims of misrepresentation. Finally, the tabloid newspaper was found guiltier of unethical reporting than the broadsheets which established a significant connection between the tendency of principles violation and newspaper type. The paper recommended policymakers, child welfare institutes, and mass media promote children's rights to decrease the rate of abuse cases in Bangladesh.

Keywords: child abuse, media framing, children act, UNICEF, Bangladesh

Introduction

Children are recognized as the future of a country. They are valued as assets and investments of a nation. But the cruel reality is that child abuse is a very prominent and common social issue around the world. Children get exposed to various kinds of maltreatment like physical, sexual, and emotional which hampers their social and psychological development (Mason and Purdue, 2000). Between 1980 and 2008, the practice of sexual abuse toward children was found at 12.7 percent all over the world (Stoltenborgh et al., 2011).

In twenty-first society, the role of media in communication has become more prominent than ever. Media structures the social contexts and decides the priorities of mass people (McCartan et al., 2015). It plays a significant role in developing discussion on social problems among mass people and public authorities (Wallack and Dorfman, 1996). That is why the media needs to promote social issues more to

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direct policymakers and people's attention towards its solutions (Weatherred, 2015). But because of social stigma and shame, the media ignores these issues sometimes (Human Rights Watch, 2013). Newspapers were found to violate victims' privacy and publish news with unnecessary information which threatened child's social dignity (Collings, 2002). Media misrepresentation leads victims toward a traumatic experience where they often attempt to suicide (Chilton, 2012).

Operational Definitions

Child: The paper considered those news articles where a child's maximum age was up to 18 (eighteen) years old according to the definition of The Children Act (The Children Act, 2013). News articles sometimes define the word "child" with like "shishu" (baby/child), "balok–balika" (pre-adolescent), and "kishore-kishori'" (adolescent). These terms describe a child's development stages in Bengali culture (Blanchet, 2008).

Child Abuse: Actions according to the WHO's sheet of definition were recognized as child abuse in this study. World Health Organization defined child abuse as physical, emotional, and sexual maltreatment, negligence, and commercial ill-treatment of children (WHO, 2016). This paper particularly focused on sexual, physical, and emotional abuse of children.

Dignity: A child's dignity is ensured when United Nations' "Universally Recognized Standards" have proper implications (ACECQA, 2018). This study focused on The Children Act (2013) and UNICEF's (2018) given standards for the dignity of children.

Right: The rights of children are defined in this paper as the protection of the best interest of those children who are featured in newspapers and advocates of their issues (UNICEF, 2018).

Issues: In this paper, the context of the sample news from which children appear as victims and culprits are mentioned as issues.

Privacy: By privacy, this paper means the media protection of any victim/culprit child's photograph or any personal information that helps to identify him/her. This definition includes both victims' and juvenile offenders' privacy.

Bangladesh's Profile on Child Abuse

After Western- Central Africa and Eastern-Southern Africa, South Asia was found as the third largest region for abuses against children (Know Violence in Childhood, 2017). In Bangladesh, child abuse is a common incident. As Bangladesh always suffers from different natural disasters like floods and cyclones, the risk of child abuse like separation from family, premature laboring, and trafficking became very predictable for this country (Mohajan, 2012). The International Conventions on Child Protection also experienced a blurred implementation in Bangladesh (AITPN Report, 2003). In 2019, Human Rights Support Society revealed that more than half of the rape cases in Bangladesh include children under the age of 16 as victims (Country Report on Human Rights Practices: Bangladesh, 2020).

A study by Bangladesh ShishuAdhikar Forum (BSAF) reveals that in 2018, 812 children were maltreated and suffered from at least ten various types of abuse. Previously in 2017 and 2018, the numbers were 894 and 686 respectively. On average around 48 children were raped per month in 2018 (BSAF, 2018). In the next year 2019, 164 children were found gang-raped and 27 were sexually harassed only between January to March. The total number of abused children in 2019 was 4,381 whereas the number was 4,566 in 2018 (Anadolu Agency, 2020). Only in 2020, 1,718 cases of violence against children have been identified by Ain o ShalishKendro (Ain o ShalishKendro, 2020). A report from 2020 by Bangladesh Peace Observatory (BPO) showed a 17 percent of the increased practice of child abuse by comparing previous timelines (The Financial Express, 2020). The cases of violence make children vulnerable and risk their prospects for the future (The Daily Star, 2021). ManusherJonno Foundation (MJF) published a report "Bangladesh Child Situation 2020" describing that the number of early marriages rose 60 percent more in the COVID-19 pandemic. Also during the pandemic, 145 children died from rape (ProthomAlo, 2021) and the cases of child abuse in Bangladesh are raising day by day (Save the Children, 2020). Even with this scenario, Haque et al., (2020) claimed that Bangladesh has a shortage of information on child abuse. Shortage of information leads to minimum media coverage. According to Khair et al., (2002), the reason behind the minimal portrayal is also the existing social stigma in Bangladesh.

Framing Theory

Gregory Bateson incepted the primary idea of framing as a "spatial and temporary boundary of a set of interactive messages" in 1972 (Bateson, 1972). Within the set-theoretical diagram, Bateson drew attention to the double framing. Through the concept of "frames within frames", he illustrated the requirement of framing for the mental process of accepting reasoning spontaneously. Later Goffman (1974) put forth a sociological analysis of framing theory. He introduced a Primary framework that influences people to interpret their circumstances. Primary framework functions within two broad classes: natural and social concepts. The natural framework explains occurrences in tedious and purely physical structure. Distinctly, a social framework helps people to interpret data by providing proper context and background of a scenario. Similarly, the spinning framing technique frames issues with an intentional positive or negative value, which shapes people's judgment (Fairhurst and Sarr, 1996).

Iyengar labeled media framing theory with two broad angles: Episodic and Thematic Framing (Iyengar, 1991). The episodic frame structures articles in a way that prioritizes an individual character (Barnes et al., 2008). Episodic framing attracts readers with different visual alluring components (Iyengar and Simon, 1993). It symbolizes human interest details by which readers empathize with the story easily (Semetko and Valkenburg, 2000). To trigger human emotion, episodic news framing centralizes a human character in most linear storylines (Zillmann, 2002). With personification, episodic news framing energizes audience media attention and fulfills profit-oriented demands for the media outlets (Kim et al.,

2011). This framing approach occasionally describes anecdotal events by using character, plot, conflict, and resolution to appeal audience's human interest.

Conversely, thematic news focuses on those issues which can be described from a large perspective in a social context. Thematic news framing discusses impactful issues that are most of the time policy-intended (Barnes et al., 2008). Thematic framing most of the time concerns political or social issues. These types of articles contain in-depth background analysis (Iyengar and Simon, 1993). With impersonal figures, thematic news framing includes large population data. That is why generally readers' emotional attachments remain diffused in these articles. The thematic presentation has less record of clinching human affective emotion (Gross, 2008). Instead, this alerts readers' attention to the issue (Coleman et al., 2011). Thematic framing has a record of reducing the disgrace of sufferers, providing a better understanding of systemic regulation, and energizing people to participate in drawing solutions (Read and Law, 1999).

Media Framing and Children's Privacy

Asian media has often been seen violating children's privacy by putting their sensitive information in front of mass people (Maharani, 2018). South Asian countries reveal the actual situation of unethical reporting of child news (Goonasekera, 2001). According to theories, sensational news mostly gets coverage in the media (Naylor and Lecturer, 2001). Thilakarathne (2016) found Sri Lankan media violating privacy rules of abused children. Over the years, Sri Lanka portrayed an insufficient level of interest in reporting children's issues on mainstream media (Amarakoon, 2003). Gunasekera et al. (2021) acclaimed that majority of the society depends on only media to get insights into child sex crime. But while reporting, generally media did not protect the victim's privacy. Media coverage of child sex crimes disclosed the victim's name, family background, age, gender, religion, race, photos, video, audio, etc. A report of UNICEF found Bangladeshi media representing victims of sexually and physically abused girls within framing that discloses their privacy (UNICEF, 2010).

The media purposefully frames child abuse issues in people's consciousness (Nair, 2019). Media often creates this awareness by setting political and social agendas with sensational content. During sensitization media often release child abuse victims' sensitive information including the victim's family details. Saint-Jacques et al., (2012) identified that no matter how much the media pretends to be concerned about child protection, they do not publish as many articles as it needs to influence child protection services. Lonne and Parton (2014) disclosed that newspapers often carry unnecessary information which causes a violation of victims' privacy. Though the media played an important role in creating public concern over the child abuse issue at the same time media fabricated and politicized this news. Most of the reports ignored emotional abuse while prioritizing physical abuse.

Niner et al., (2013) provided an overview of the Malaysian print media's tendency of revealing victims' identities in child abuse reports. According to the study, the media frames child abuse news more episodically than thematically

way. Episodic framing disclosed the victim's identity and influenced readers' opinions more than thematically framed articles. Thailand's media were found to reveal children's identities who were mostly victims (UNICEF, 2014). Weatherred (2017) studied individual and societal media frames of child sexual abuse in the context of constructing public opinion. Episodic framing prioritizes the individual approach whereas thematic framing focuses on the societal approach (Barnes et al., 2008; Iyengar and Simon, 1993). News framing of two significant scandals: Catholic Church and Pennsylvania State University have been examined along with a decade of newspaper contents in this paper. The study found a notable shift in the framing approach from societal-level solutions to the individual level over the decade.

US newspapers frame child abuse cases more from a thematic perspective rather than an episodic one (Thomas et al., 2013). The study found that treatment of child abuse news depended on the types of the abuse. All together these thematically framed articles mostly protected privacy and focused on societal causes and solutions. Kunkel et al., (2006) revealed a consistent pattern of media framing of child-related articles. The paper studied television and newspaper coverage of children and found the media preferred child's crime and violence-related stories more than others. Singh et al., (2014) expressed concerns over the limited coverage of juvenile crime and his study found girls facing more cases of media maltreatment than boys. Same gender-based media victimization was echoed in the studies of Haque et al., (2020) and Merchant (2010). Also, studies from western countries found that newspapers prioritize cases of childhood abuse and their participation in crime more than the promotion of their rights (Foley et al. 2007).

Guidelines for Media Representation

In 1924 the League of Nations for the first time declared 5 articles promoting child rights (Humanium, 2015). Convention on the Rights of the Child (OHCHR, 1989) instructs mass media to ensure that regardless of their ethnic identity every child will receive a similar level of access to information and media will promote their rights. International Federation of Journalists (International Federation of Journalists, 1998) published a set of guidelines instructing the media to be cautious regarding child protection and not to violate their rights. It forbids the media to practice sensational representation of children and violating their privacy. In 2002, it updated its guidelines with the tagline "Putting Children in the Right", the guidebook advocates for children's privacy, rights, and respect in the media (International Federation of Journalists, 2002). Terre des Hommes International Federation stands on zero tolerance for child maltreatment in media (Terre des Hommes International Federation, 2014). Their principles include using fair and straightforward methods of collecting children's information and pictures. The second edition of the guideline also echoed almost the same principles. The principles further include guarding children's privacy in the media on controversial issues. The media needs to give thought to the consequences of the child's information before publication to minimize the harm (Terre des Hommes International Federation, 2016).

In 2005, UNICEF released a handbook on Media and Children's rights. The guidelines were made thinking of the challenges the media face in children's representation. It encourages the media to preserve children's rights and to include maximum children's views (UNICEF, 2005). UNICEF 2018 came up with a set of recommendations for media professionals regarding children's representation, interview, and reporting style. "Ethical Guidelines for Reporting on children" included six principles for media reporting on children (UNICEF, 2018).

In the constitution of Bangladesh, article 28 sub-section four made sure that the legislation has the authority to enact special provisions for the betterment of children and women (The Constitution of the People's Republic of Bangladesh, 1972). The Children Act, 2013 from Bangladesh also instructs media not to disclose children's privacy on controversial issues. Section 81 describes, that any photograph or information relating to a child's case which is under proceedings in the court shall not be published in the media as it violates the child's privacy (The Children Act, 2013). This act protects both victims' and juvenile offenders' privacy.

Significance of the Study

This paper finds out about the practice of protecting children's privacy through child abuse news in Bangladesh. Previously, researchers have only focused on media representation of child sexual abuse and emphasized the culprits more than the victims (Kitzinger and Skidmore, 1995). Bangladesh's social context demands a balanced study on other kinds of child abusive acts and media representation of victims and convicts. In this study, the child abuse cases not only focused the sexual abuse but also studied physical and psychological maltreatment. Till now, formerly no research has compared episodic and thematic framing's adaptive relation with The Children Act of Bangladesh and UNICEF's media guidelines. Also previously no research has measured newspaper houses' business models with their tendency of revealing privacy.

Research Questions

To explain the media framing of child abuse news in Bangladesh, this paper particularly formulated some questions. These are;

RQ1. What is the trend of using the episodic and thematic frame in child-abusing news in Bangladesh?
RQ2. Which media framing is more susceptible to violating section 81 of The Children Act, 2013?
RQ3. Which media framing is more complying with UNICEF's principles for reporting on children?

To answer this question, this paper particularly focused on the latest six principles for media reporting on children given by UNICEF in 2018. According to the guidelines formulated sub-questions are;

1. Does the report respect the dignity and rights of the child?

2. Does the report protect children's rights and privacy?
3. Does the report advocate for child issues and rights?
4. Does the report include the child's view in accordance with their age and maturity?
5. Has the report been done assessing the political, social, and cultural impact of it?
6. Does the report protect the child's family and peers' safety?

RQ4. Does the tendency of law and principles violation depend on newspaper types?

Methodology

A quantitative study through the content analysis procedure from Berelson has been followed in this paper (Bengtsson, 2016). The study purposefully selected the top three circulated Bangladeshi newspapers according to the Department of Films and Publication Bangladesh (2021). These three newspapers included two broadsheets (one in the Bengali language and one in the English language) and a Tabloid. Regardless of the small circulation compared to Bangla newspapers, an English newspaper was studied as it is read by a particularly educated group of upper-class people in the society. The tabloid paper was studied to investigate the influence of money-making policy on news presentation. The chosen Bengali newspaper is ProthomAlo with 5, 01,800 circulation/day, the English paper is Daily Star with 44,814 circulation/day, and the tabloid newspaper is ManabZamin with 1, 51,950 circulation/day (Department of Film and Publication Bangladesh, 2021). The categorical unit of analysis is individual news articles through purposive sampling where articles related to child abuse and juvenile crimes were selected. These news articles were collected between the timeline of July 2020 to June 2021.

Sample Size

News articles related to child abuse and juvenile crime have been included in the sample size. Using these criteria, the study found a total of 1091 news concerning child abuse and crime issue. 190 news articles were found from ProthomAlo, 296 were found from The Daily Star and lastly, 605 news articles were found from ManabZamin. Of a total of 1091 child abuse news, 1011 were from the cases which were under court proceedings. These news articles fall under the judgment of the Children Act (2013).

Results

**Framing Trend of Child Abusing News in Newspapers**

The first research question investigates the trend of episodic and thematic framing of child-abusing news. Table 1 shows, newspapers followed episodic framing 82.1% of the time. On the other hand, only 17.9% of the stories were framed in a thematic framework. Therefore in Bangladeshi newspapers, the use of episodic framing in child abuse news has been found more prominent than thematic framing.

Table 1. Frequency of the Episodic and Thematic Framing in Child-abusing News

		Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
Valid	**Episodic**	896	82.1	82.1	82.1
	Thematic	195	17.9	17.9	100.0
	Total	1091	100.0	100.0	

Figure 1 shows incidents of sexual abuse are mostly featured in Bangladeshi newspapers among all other types of child abuse. Girls received 55.73% of coverage in the news articles on sexual abuse, whereas boys received only 1.56%. On the other hand, boys have a larger participation in juvenile crimes and receive more cases of coverage through news articles than girls. Convicted boys were featured 14.12% of the time in the articles on juvenile crimes, whereas convicted girls were featured only 1.19% of the time.

Figure 1. Percentages of Abuse Types and Participation in Crime with the Sex of the Children
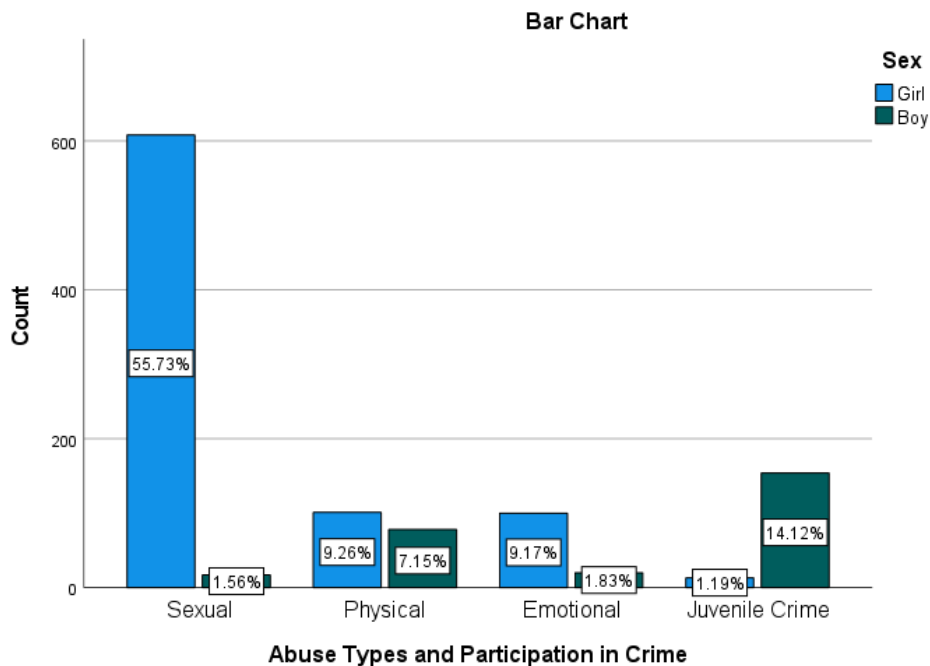
Through Pearson's product-moment correlation analysis it was found that between news framing and abuse type true correlation is not equal to 0. Under df = 1089, the p-value is 0.4594 which is less than the alpha value. The correlation was 0.02242047.

Implementation of Children Act, 2013 in Newspapers

The second research question suspects the potential news framing which violates section 81 of the Children Act (2013) more often. Section 81 advocates the protection of privacy for those cases which are under court prosecution. The law promotes the protection of privacy for both victim and convict. Figure 2 found episodic framing was guiltier of violating a child's privacy than thematic framing. 50.84% of the time act was violated by episodic framing and thematic framing was found as guilty only in 2.97% of the news.

*Figure 2.* Percentages of Children Act Implementation with News Framing Types
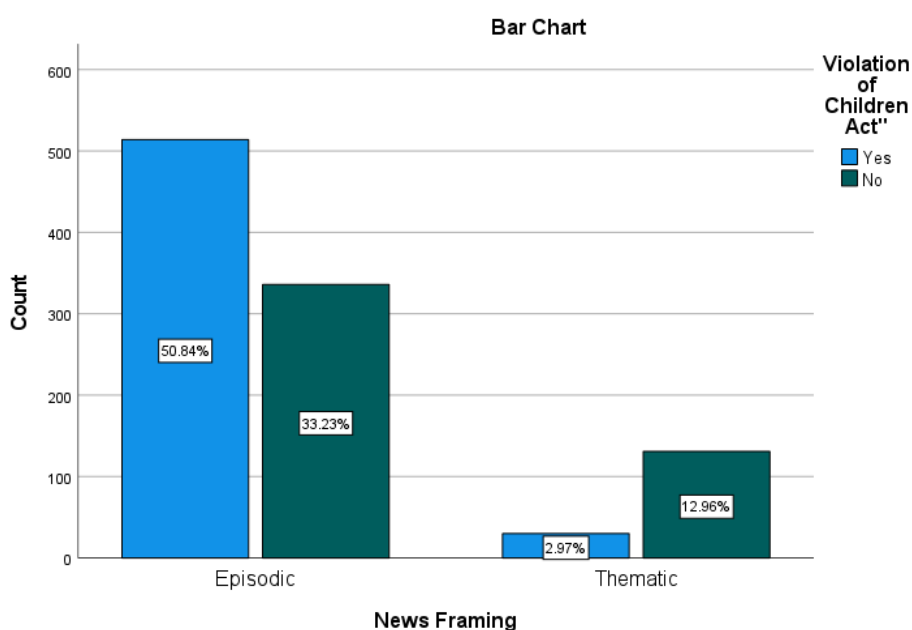
In the preservation of victim and juvenile convicts' privacy, newspapers were found episodic framing mostly guilty for both sections. Table 2 shows, that episodically framed 702 articles covered victims and 400 articles violated their privacy. In the same media framing, 148 articles were found on juvenile convicts. 114 articles violated convicts' privacy in episodic media framing.

Table 2. Implementation of Children Act on Abused and Convicted Children

News Framing			Violation of Children Act				Total	
			Yes		No			
			N	%	N	%	N	%
Episodic	**Child Type**	**Victim**	400	77.8	302	89.9	702	82.6
		Convict	114	22.2	34	10.1	148	17.4
	Total		514	100.0	336	100.0	850	100.0
Thematic	**Child Type**	**Victim**	23	76.7	121	92.4	144	89.4
		Convict	07	23.3	10	7.6	17	10.6
	Total		30	100.0	131	100.0	161	100.0

In thematic news framing from a total of 161 news articles, 144 were done on the victims of abuse. Among these only 23 cases revealed the child's identity and 121 protected their identity. 17 news articles were focused on juvenile crimes. Around 10 of these articles maintained the children act and only 07 violated it. Figure 3 shows, that 56.8% of the time the newspapers revealed the abused or convicted child's residence-related information like the town/village name. 36.5% of the time names of the children came in the mainstream newspapers. Around 6.7% of the time newspaper published unfiltered pictures of these children.

Figure 3. Disclosure of Children's Identity

Disclosure of Children's Identity
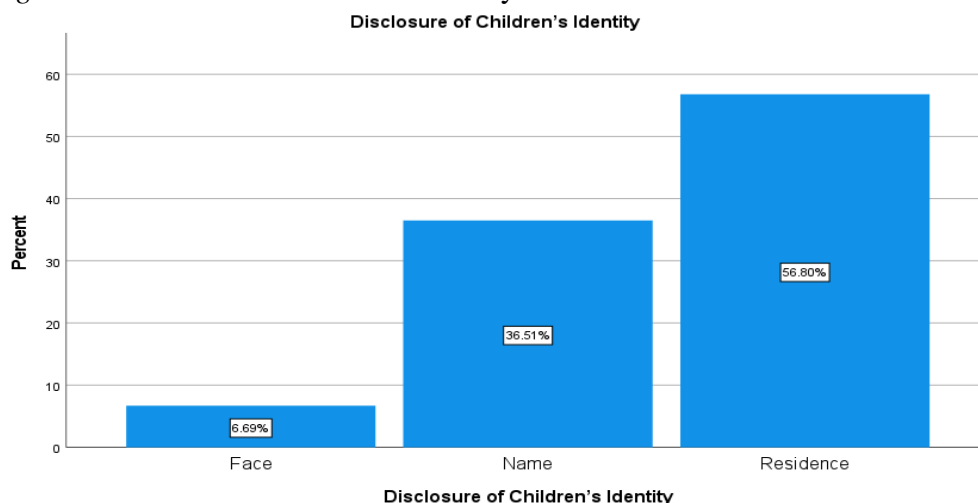
Newspapers Complying with UNICEF's Reporting Principles

The third research question wanted to know which media framing was more complying with UNICEF's reporting principles on children. The thematic framework is more effective than the episodic framework in Bangladeshi newspapers for the implementation of six reporting principles. The percentages of the principles in Table 3 indicate that, how frequently that particular principle was maintained from the total episodically and thematically framed news sample.

Table 3 shows that the dignity and rights of the children were maintained more in thematic framing than episodic. 84.3% of thematically framed news maintained this principle, whereas 52.4% of the episodic news did it. A child's

dignity is ensured when United Nations' "Universally Recognized Standards" have proper implications (ACECQA, 2018). Almost similarly thematic framing maintained the 2nd principle, 84.3% of the time thematic framing was protecting child privacy. Here episodic framing worked 52.1% of the time. While maintaining the 3rd principle, 92.7% of the thematic news advocated for child issues and rights in the news stories and only 7.6% of episodic news did the same.

Contrarily episodic news has included more children's views in the news stories than thematic news. 75.6% of the time episodic framing maintained principle four and 74.9% of the time thematic framing maintained it. The thematic framework maintained principle five more than the episodic framework did. 84.8% of thematic news assessed the political, social, and cultural impact of the report while 52.5% of episodic news assessed these. Lastly, the sixth principle about the protection of the child's family and peers' safety was maintained 84.3% of the time in thematic framing and on the other hand 52.1% of the time in episodic news.

*Table 3.* UNICEF's Reporting Principles and Media Framing

| | | | News Framing | | Total |
			Episodic	Thematic	
UNICEF Reporting Principles	Maintaining dignity and rights of the child	Count	365	161	526
		% within News frame	52.4	84.3	
	Protecting child's privacy	Count	363	161	524
		% within News frame	52.1	84.3	
	Advocating child issues and rights	Count	53	177	230
		% within News frame	7.6	92.7	
	Including child's view in accordance with age and maturity	Count	527	143	670
		% within News frame	75.6	74.9	
	Assessing the political, the social and cultural impact of the report	Count	366	162	528
		% within News frame	52.5	84.8	
	Protecting child's family and peers' safety	Count	363	161	524
		% within News frame	52.1	84.3	

The Tendency of Law and Principles Violation among Newspaper Types

The last research question wanted to investigate if the tendency of law and principles violation depends on newspaper types or not. Three different types of newspapers represented three different types of nature in the maintenance of law and reporting principles. Figure 4 shows ProthomAlo (Bengali broadsheet) protected privacy in 9.62% of the total news and violated in 7.79% of the stories. The tendency of obeying the law and principles is more visible in Daily Star than in ProthomAlo. 17.32% of the articles from Daily Star (English broadsheet) protected

privacy and only 9.81% violated this. Daily ManabZamin (Bengali tabloid) violated children's law and UNICEF's principles more than it was conserved. Altogether 34.56% of the ManabZamin news revealed sensitive information and only 20.9% protected it. So there is a significant relationship between the tendency of law and principles violation and the newspaper types.

Figure 4. Law and Principles Violation among Newspaper Types
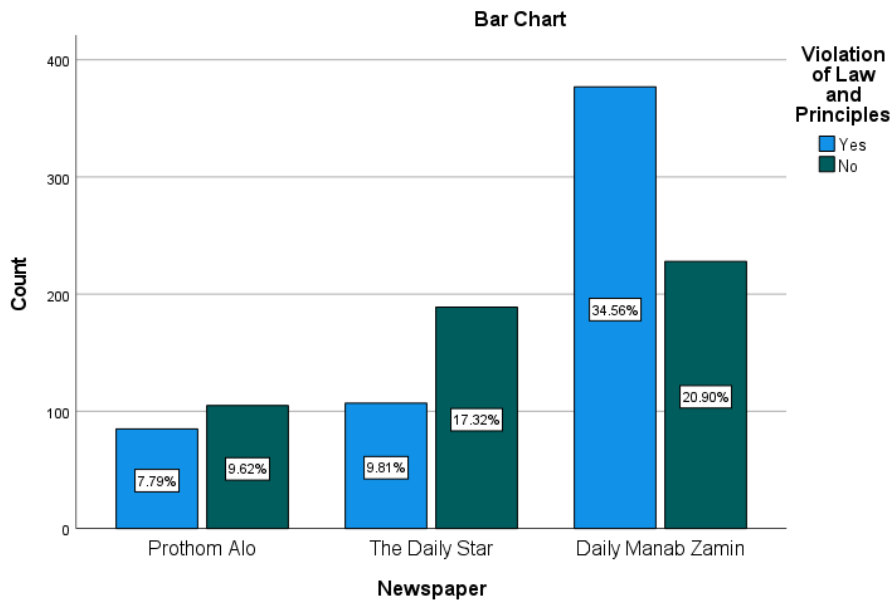
The r coefficient derived from the Pearson product-moment correlation analysis for Correlation between newspaper and news framing was -0.2478632, df = 1089, p-value < 2.2e-16, and was not significant at the 0.05 level. So the true correlation is not equal to 0.

Discussion

This study agrees with Naylor and Lecturer (2001) as the result shows that sensational news mostly gets coverage in the media. Studies from western countries found that newspapers prioritize cases of childhood abuse and their participation in crime more than the promotion of their rights (Foley et al., 2007). The findings of this research also indicate a similar attitude of Bangladeshi media. A social issue like child abuse deserves appropriate public attention to draw solutions through public policy discussion and regulatory efforts. But episodic framing distracts people's attention from the systematic flaws of socio-political and economic issues (Kim et al., 2010). Table 1 shows that Bangladeshi newspapers prefer to use episodic framing more than thematic in the news contents. As a result, they fail to raise legitimate consciousness among mass people on the child abuse issue.

The findings suggest that emotional abuse gets the least media attention than any other form of abuse. It is similar to the analysis of news stories by Hove et al.,

(2013) and Niner et al., (2013). Only 11% (Figure 1) of the stories featured emotional abuse. This paper further included that sexual abuse received the highest coverage in Bangladeshi newspapers among all other types. The result of the representation of juvenile crime also came out close to the discussion of Singh et al., (2014). He expressed concerns over the limited coverage of juvenile crime. This paper also found a poor amount of data which is only 15.3% (Figure 1) of the stories on juvenile convicts. Findings from Figure 1 show that girls faced more cases of maltreatment than boys. This is similar to the analysis of Singh et al., (2014). According to his study girls were found mostly the victim of sexual abuse and faced most of the unethical reporting. The result of gender-based media victimization is relevant to studies by Haque et al., (2020) and Merchant (2010). A report by UNICEF also showed that Bangladeshi media represents victims of sexually, and physically abused girls within an unethical structure (UNICEF, 2010).

Like Saint-Jacques et al., (2012) analyzed, this paper also found similarities between the number of child abuse incidents in society and the number of media reports on that. Stoltenberg stated low and middle-income countries suffer from a fragile system of recording abuse cases (Stoltenborgh et al., 2015). This study found 1091 stories of child abuse in media where 1011 stories were done under court proceedings. In other words, the media mostly produces news on those incidents which have been reported legally before. Agreeing with these Haque et al., (2020) also claimed that Bangladesh has a shortage of information on child abuse. Besides due to social stigma in Bangladesh, the victim and victim's family prefer to maintain quietness on abusive issues (Khair et al., 2002). This means most of the time media cannot report on a child abuse incident until a complaint is legally filed against it.

Asian media has often been seen violating children's privacy by putting their sensitive information in front of mass people (Maharani, 2018). The result of this study also shows most of the news from the sample size has violated Children Act and UNICEF's reporting principles. The findings of this research about revealing victims' identities also match with the discussion of Thailand's media performance of protecting children's identity by UNICEF (2014). By violating victims' rights, media fuels social stigmas and prejudices. When media violates juvenile convicts' privacy rights it risks their social acceptance. According to Iyengar and Simon's (1993) discussion, media attracts readers with different visual alluring components. Semetko and Valkenburg (2000) said it symbolizes human interest details by which readers empathize with the story easily. Figure 3 shows, that different component like the victim's face, name, and residence information were disclosed to the public to capture their interest. Episodic framing has been found mostly guilty for these presentations. Gross (2008) described that thematic framing has less record of clinching human interest with potential elements. This study shows thematic framing avoided unnecessary fabrication of information. That is why Figure 2 and Table 3 of this paper found thematic framing less guilty in the accusation of violation of the Children Act and UNICEF's reporting principles.

Table 3 indicates thematic framing advocates on children policy 92.7% of the time. Barnes et al. (2008) also found a similar result where thematically framed news mostly discussed impactful policy intended issues. Table 3 also shows that

thematic framing protects children, their families, and their peers' privacy more vigilantly than the episodic framework. Also, thematic framing judges the aftermath of every news report. Almost identical results were found in Read and Law's (1999) study of reducing the disgrace of sufferers and providing a better understanding of systemic regulation by thematic framing. The result of the relation between newspaper types and rules violation tendency is similar to the study by Kim et al., (2011). He added that with personification episodic news framing fulfills profit-oriented demands for the media outlets. This paper found tabloid newspapers use episodic framing more often which results in rules violation. Figure 4 shows ManabZamin newspaper caused the highest percentage of privacy disclosure.

Conclusion

Bangladesh practices a culture where victims of abuse go through intense societal blame games. Children Act, 2013 and UNICEF's reporting principles instructed the media to be sensitive about revealing such information which can risk children's identity. But newspapers were found violating these conventions and acting more with episodic framing in Bangladesh. This fuels the existing culture of victim-blaming and stigmatizes it further.

Different welfare organizations and academicians recommended media look into the root reasons for child abuse (Kitzinger, 1996). The media works as social advocates. If the policymakers want to work on the issue of child abuse, the media will have to represent the underlying reasons first. Bangladesh Press Council can play an important role in ensuring ethical media performance. Bangladesh government, policymakers, and child welfare institutes should be more vigilant and should introduce updated media guidelines on child reporting. By representing child abuse incidents accurately and responsibly media can decline the rate of child abuse cases and ensure a healthy environment for the children.

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