

Broadcast Media Messages on Pedophilia and Audience Responsibility

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Abstract

Broadcast media has the power to inform and mobilize communities on the issue of pedophilia. By focusing on education, support, and community responsibility, media messages can contribute to a culture that protects children and fosters safe environments. Advancement in technology has brought with it some notable innovations in information dissemination one of which is through broadcast media. The paper pointed out that Nigeria like other countries of the world is presently grasping with this societal menace that is threatening the future of our children and that of the values that we cherish as a nation. Hardly a week passes by without hearing some cases relating to pedophilia in the Nigerian media, even the churches and mosques are not spared either, it is indeed a pandemic that have left its victim in pitiable state; and the sadistic reality about sex treatment deviating from adults towards children, is very appalling. The female sex seems to be the most endangered; they are endangered from birth because the Nigerian society treats the birth of the girl child with contempt and gaiety. This paper adopted Moral Responsibility theory. The paper concludes that child safety is a priority that requires everyone's attention. Pedophilia and child abuse are real risks, but by understanding the warning signs, talking openly with our children, and taking responsible actions, we can protect the vulnerable.

Audience; Broadcast; Media; Messages; Pedophilia and Responsibility



I. Introduction

The broadcast media has the social responsibility of educating, and informing the general public on issues affecting the society. This includes how to prevent or mitigate the ugly trend of pedophilia that has eaten deep into the social, religious and cultural fabrics of the society or better still offer treatment to the victims of the anomaly. By setting and disseminating news on the prevention agenda as well as framing stories to educate the public, children could learn to protect themselves from perpetrators, avoid being victims of sexual abuse; people who may be at risk of offending would be helped to get appropriate treatment to improve their quality of life and continue being pro-social members of society. As a result, it will save the criminal justice time and resources by preventing both initial and subsequent incidents of child sexual abuse or assault, thus moderating the number of offenders who need to be prosecuted and incarcerated for these offences; and thereby reducing the strain on the health care system by avoiding many possible physical and mental health consequences of experiencing sexual abuse (Ahmed & Msughter, 2022; Airaoje et al., 2023).

It is worrisome however, that given the enormous roles of broadcast media which ought to have mitigated the surge of pedophilia and its attendant effects, its growth hitherto has remained exponential; there is increasing cases and reports of pedophilia in Nigeria.

Section 11 of the United Nations Convention on the Rights of the Child states that the dignity of the child shall be respected at all times and sexual abuse is consequently a breach on the child's right. All children have the right to survive and thrive. Yet, children and adolescents still face significant challenges surviving infancy (Nsude, 2021). Today young girls are no safer, even the little boys are not spared either.

Everyday people get doses of reports on child's sexual abuse. While some have attributed this pitiable situation to the inability of the broadcast media to live up to their social roles, others accused the media of being inefficient, sentimental and non-challant towards the coverage of the social malaise and the ways of curbing it within the society, hence the dramatic increase in its prevalence (Aondover et al., 2022). Pedophilia also known as pedophilia is a psychiatric disorder in which an adult or older adolescent experiences a primary or exclusive sexual attraction towards prepubescent children. Although girls typically begin the process of puberty at age 10 or 11 and boys at age 11 or 12, criteria for pedophilia extend the cut-off point for prepubescence to age 13. A person must be at least 16 years old and at least five years older than the prepubescent child, for the attraction to be diagnosed as pedophilia. Pedophilia is termed pedophilic disorder in the Diagnostic and statistical Manual of Mental Disorder (DSM) in 2021 defines it as a paraphilia involving intense and recurrent sexual urges towards and fantasies about prepubescent children that have either been acted upon or which cause the person with the attraction distress or interpersonal difficulty.

Akinbola (2012) perceived pedophilia as child molestation. According to him, the act of using a girl-child younger than the age of consent for sexual stimulation is called child molestation or child sexual abuse. Reinforcing this assertion, Akinbola (2012) observed that it is child rape and child molestation. In its literal sense, pedophilia act occurred when an older adult male gender forcibly engages in sexual activity with a girl-child either in the victim's home or perpetrated outside the environment usually by luring the victim out in the family. However, one of the definitions widely accepted by Child Protection Services is that of WHO in Akinbola (2012), which view pedophilia as the involvement of dependent, developmentally immature children and adolescents in sexual activities that they do not truly comprehend, to which they are unable to give informed consent. Therefore, a pedophile is one guilty of sexual molestation offence committed against a girl-child who is too young and unable to give sexual consent willingly. The discovery of child sexual abuse began in the 70s which has made research studies in this area a welcome development (Aondover et al., 2020). There are motives for child sexual abuse that are unrelated to pedophilia, such as stress, marital problems, the unavailability of an adult partner, general anti-social tendencies, high sex drive or alcohol use. As child sexual abuse is not automatically an indicator that its perpetrator is a pedophile, offenders can be separated into two types: pedophilic and non-pedophilic (or preferential and situational).

Drawing from these scholarly postulations, the media has the power to enforce news and commentaries on pedophilia cases prevalent in the society in this pandemic season noted for observing social distancing phenomenon, wearing of nose masks, hand washing exercise and avoiding crowded places. As observed by Gamble and Gamble in Bernadette and Chris (2012), broadcast media is significantly different from other forms of communication; it has the capacity to reach simultaneously many thousands of people who are not related to the sender. It depends on technical devices or machines to quickly distribute messages to diverse audiences, often unknown to each other. Broadcast media is accessible to many people but may be avoided. It is orchestrated by specialists whose intent is to persuade potential audiences of the benefits of their attention (Msughter & Idris, 2023). It is controlled by gatekeepers who censor the contents of messages. And

finally, unlike one-to-one communication, it produces only minimal, delayed feedback to its senders.

However, broadcast media simultaneously presents opportunities and limitations, both of which require consideration when planning mass media assisted eradication of social problems such as pedophilia and neglect. According to Wellings and Macdowall (2018) the strength of the broadcast media lies in helping to put issues on the public agenda, in reinforcing local efforts, in raising consciousness about issues and in conveying simple information. The broadcast media have the power through its coverage to resolve issues bordering on pedophilia but on the other extreme, it can also escalate same. The menace of pedophilia has persisted despite the role of media in south eastern region of Nigeria hence making one to question their credibility and efficiency in covering the audience responsibility in curbing the ugly trend pedophile (Aondover & Phillips, 2020). It is against this background that this paper investigated broadcast media on pedophilia and audience responsibility. The paper examines broadcast media coverage and pedophilia and audience responsibility in reducing pedophilia.

II. Review of Literature

2.1 Broadcast Media Coverage and Pedophilia

Seto (2020) declared that media coverage is a crucial source of information that shapes our view of the world especially when first-hand experiences and interpersonal communication are limited. Ideally, media reports on pedophilia and mental disorders would provide information based on scientific facts. Such reports have the potential to educate the general public about specific issues like pedophilia, mental disorders and correct prevalent myths about the characteristics and courses of such conditions. This way, media reports can contribute to the stigmatization of pedophile. For instance, Sampogna and colleagues (2019) demonstrated that people who received anti-stigma campaigns via mass media had more knowledge about pedophilia and were more tolerant and supportive of affected persons. However, media content relies, among other things, on news factors like newness, harm, and oddity, which contribute to the newsworthiness of a story and only in part on scientific correctness or evidence-based information. Aragonés (2019) revealed that news reports concerning pedophile were mostly linked to danger or violent crime. The media coverage of the issue has a major impact as it helps people to understand what child sexual abuse or pedophile is and why child protection and safeguarding policies and services are required.

Media coverage on pedophilia is often informed by extreme cases of child sexual abuse. Catering to viewers' pre-existing negative ideas about pedophilia, most media coverage cements the stigmatizing assumption that individuals with pedophilia are predatory child sexual offenders and that every child sexual offender has pedophilic interests (Schmidt, 2017). The media play a significant role in forming and influencing people's attitudes and behaviour towards child abuse. Goddard and Saunders (2011) drew attention to the essential roles of the media in increasing society's awareness of, and response to child abuse and neglect. Of particular note was the part played by news and features that reported on specific child abuse cases, research and intervention strategies. Such media attention to child abuse has, at times, positively influenced public, professional and political responses to the circumstances in which children and young people find themselves. Understanding media influences and how to use the media constructively may

thus be an essential tool for those who advocate for children, young people, and their families (Brawley 2015).

In addition to news stories, feature articles, and investigative journalism, sporadic mass media education and prevention campaigns when launched usually tries to broaden community knowledge of child abuse and neglect, to influence people's attitudes towards children and young people; and change behaviours that contribute to, or precipitate the problem of child abuse and neglect in our communities (Msughter et al., 2022). For several reasons, however, the effectiveness of these campaigns remains contentious. Primarily, the effectiveness of mass media in the prevention of child abuse and neglect is debatable. For example, Rayner (2016) argues that media campaigns are bloody expensive and their impact is difficult to determine. Expensive media campaigns may be hard to justify in a political climate where limited funds and resources are provided to address children's needs. Further, McDevitt (2016) noted that at best, the media are effective at building citizen awareness of an issue" but more complex attitudinal or behavioural change requires more direct forms of citizen contact and intervention.

Others scholars like Msughter et al., (2023) argue, however, that mass media campaigns and media coverage of the abuse and neglect of children perform an important and significant role in placing issues such as child abuse on the public and political agenda. Lindsey (2014) maintains that media has a central role in mediating information and forming public opinion. The media casts an eye on events that few people directly experience and renders remote happenings observable and meaningful. Wurtele and Miller-Perrin (2013) observed that the media coverage of child sexual assault has contributed to demystifying and reducing the secrecy that has characteristically surrounded its occurrence.

Similarly, campaigns impact on public knowledge about issues such as work safety, drug and alcohol use, drink-driving, speeding, cigarette smoking, obesity, AIDS, and domestic violence. Attitudinal and/or behavioural change may also occur during campaigns, although this result may be short-lived, lapsing when campaigns end (Namadi & Aondover, 2020). Mass media present the opportunity to communicate to large numbers of people and to target particular groups of people. As observed by Gamble and Gamble (2019), mass communication is significantly different from other forms of communication. They noted that mass communication has the capacity to reach 'simultaneously' many thousands of people who are not related to the sender. It depends on 'technical devices' or 'machines' to quickly distribute messages to diverse audience often unknown to each other. It is accessible to many people, but may be avoided. It is orchestrated by specialists whose intent is to persuade potential audiences of the benefits of their attention. It is 'controlled by gatekeepers' who censor the content of messages.

Mass communication simultaneously presents opportunities and limitations, both of which require consideration when planning mass media assisted eradication of social problems such as child abuse and neglect. According to Wellings and Macdowall (2020), the strength of the mass media lies in helping to put issues on the public agenda, in reinforcing local efforts, in raising consciousness about issues and in conveying simple information. The limitations of the mass media are that they are less effective in conveying complex information, teaching skills, shifting attitudes and beliefs, and changing behaviour in the absence of other enabling factors. Campaigns and other forms of media education and entertainment (such as television programs, film and live productions), may be targeted at all families with a view to encouraging positive attitudes toward children and stopping abuse before it starts or is even considered (primary prevention) (Obada et al.,

2021a). Groups of people identified as particularly susceptible to abusive behaviour may be targeted (secondary prevention). Further, a campaign or program may target families in which abuse has already occurred with the intention of preventing recurrence of the abuse (tertiary prevention). Thus, a well-focused mass media campaign, educational program or live-theatre production has the potential to contribute successfully to community education and the prevention of child abuse and neglect.

Mass media education and prevention campaigns may be designed to target children and young people, providing them with useful information and alerting them to avenues for further information, help and support. Campaigns can also use regular television programs for children. Victoria (2020) states children have shown cooperative behaviour following one observation of just one episode of positive social behaviour in a commercial television drama and cartoons with a positive social message have produced positive behaviours in preschoolers. Discussions of complex issues and approaches to conflict resolution have also been successfully utilized in Australian drama. Campaign organizers can approach producers of popular children's television requesting that they incorporate messages, such as a child's right to physical integrity and to protection from harm, and depict desired protective behaviours, such as seeking help if a child feels threatened or unsafe (Obada et al., 2021b).

Further, campaigns may be designed to give children and young people an opportunity to express their views on issues that affect them, specifically targeting adult audiences that habitually ignore the views and experiences of children and young people. The impact of a media campaign may be dramatic and far reaching as it is occurring, and perhaps for a short time afterwards. However, campaigns drawing attention to child abuse will be more effective if they are ongoing (Calvert, 2019). Mass media campaigns have the potential to confront society with the horrific nature of much child abuse. Such campaigns can also educate the public about the many, often co-existing, forms of abuse suffered by children. They can also draw attention to the status of children in society, highlighting children's dependency and vulnerability to abuse and neglect. Mass media education and prevention campaigns present a viable means for governments to be seen to be doing something in relation to the problem of child abuse and neglect. Campaigns may assist not only in the prevention of immediate harm to children and young people but also in allaying the long-term social and economic consequences of child maltreatment (Obasi & Msughter, 2023). Campaigns must, of course, be backed by supportive services for children, young people and their families.

Windahl (2012) observed that sustained community education and prevention campaigns, using mass media communication are integral to the prevention of child abuse and neglect. These campaigns continually confront communities with the reality of child abuse. They challenge people, institutions, and governments to listen to children and to respond to the needs of all children and families and particularly the special needs of children who have been abused or neglected. Further, sustained mass media exposure of child abuse and neglect may publicly censure and shame perpetrators, many of whom are relatives and adults well known to the victimized child. However, to be effective, mass media campaigns will need to be part of a broader prevention program that includes the provision of supports and services for all children and families. A broad prevention program would reflect a society that recognizes the value of children, respects children's rights and optimizes children's life chances. Windahl (2012) argued that Information or communication cannot resolve problems that are essentially caused by scarce resources, rather than a lack of knowledge.

There are limitations to what the media can achieve. Dennis and Merrill (2017) purported that the media are most powerful in furnishing information and setting agendas for members of a public next powerful in impinging on the thoughts, opinions and attitudes of members of a public and least powerful in affecting actions of members of a public. Mass communication campaigns also have 'a crucial role to play in setting agendas for professional, administrative and political leaders and decision makers' (Pate et al., 2020). The nature of media influence is constantly changing. The power and ever increasing potential of the media, however, remains constant. Positive mass media communication waits to be tapped by those who advocate for children and young people. Mass communication may be a vehicle that constantly reminds people to value children and to respect children's rights. Moreover, mass media may be an advocacy tool to achieve policy change' improving the status of children and addressing the physical and social conditions in which children and young people live.

According to Skidmore (2016) the agenda for the community and the government which represents everyone should be clear. The prevention of child abuse should be a priority. We have education campaigns which respond to problem such as gambling, speeding drivers, illicit drug use and drink-driving. Yet there has been no equivalent effort, at state or federal level, to prevent child abuse. Skidmore (2016) emphasized that media representation of child abuse cases are important as it creates a public attitude to formulate and implement child protection policies, urging the need for appropriate methods to address the issue within social and legal frameworks. Child-rights activists in India observe that besides creating awareness about child abuse, media also defines what is 'normal' and what is 'deviant' in a society and thus contributes to the identification of abuse. Most people in Nigeria become aware of incidences of child abuse only when it is published in a newspaper or broadcast on television. Media not only constructs the social understanding of child abuse but also helps people to develop a general perception of it (Aondover et al., 2022).

The expansion of satellite and cable communications, social media and virtual realities has provided new possibilities for reporting, information dissemination and discourse on child sexual abuse. Mejia (2012) in their study observed that the issues of child abuse are mostly dealt by media as criminal stories aimed to attract people's attention and often reflects the stereotypic views of the society, lacking a critical scrutiny of the issue. Collings (2012) while analyzing media coverage of child abuse observed that the role of media is important in transforming the problem of child abuse into an important social issue by linking it to other social problems like domestic violence, family conflicts, separation of parents, re-settlement, etc. In many cases of child abuse in India, it was observed by social scientists and communication experts that there was little effort from the media to create awareness about child sexual assault beyond mere reporting of the crimes.

Besides reporting, media can do much more without taking sides. It can analyze how victims are treated across cases, and the types of trauma the victims face while going through the whole judicial and inquiry procedures. It was further observed that in many Institutionalized Children Explorations and Beyond 41 Child Sexual Abuse and Media: Coverage, Representation and Advocacy cases, journalists only try to bring the attention to the victim, rather than talk about preventative measures and how children can be kept safe both at home and outside (Collings, 2012). Often, reporters are not trained enough to understand nuances of terms such as sexual abuse, sexual assault, molestation, and inappropriate behaviour. Clarity on covering child abuse cases in media is essential, so that

journalists covering the incidents know how and to what extent the case must be covered and published (Burrows, 2019).

In some child abuse cases reported from India, it was found that sensitive details like the identity of the child and the family were unnecessarily published or posted on social media, to sensationalize the story. Rather than representing the crime in the right perspective, such reporting adds to social stigma of shame or secondary victimization of the non-offending family members which also becomes one of the reasons for not reporting the abuse cases (Msughter et al., 2022). Several criteria like ethics and legalities observed, facts, presentation, terminology, language, objectivity, topical information and follow up are mostly overlooked by both the mainstream and regional media. Even though certain child protection agencies have proposed proper guidelines for journalists covering child abuse cases, the awareness has not reached most of the journalists especially working in vernacular press. Media advocacy is generally defined as the strategic use of media as a resource for advancing social or public policy initiatives (Donovan, 2019). Media advocacy helps policy makers reach opinion leaders to understand how the process of opinion formation in the society advances policy goals, shifting the social debate and discourse from individuals to collectives. A 40-country benchmarking index on CSA and exploitation, developed by the Economist Intelligence Unit (2018) with the support of World Childhood Foundation, USA, and the Oak Foundation, benchmarks the context in which sexual violence against children is happening and suggests the legal and institutional reforms required to combat abuse.

The media strategies should aim to optimize the experiences of children who were abused to ascertain and confront the social attitude towards child abuse so that it can be prevented within the family as well as the larger community. Besides advocating the preventative measures, media should also work on changing individual and community attitudes, beliefs and circumstances which allows child abuse to occur. Saunders and Goddard (2012) further drew attention to the essential advocacy role of media in increasing society's awareness and responses to child abuse and neglect. The extensive media coverage and representation of child sexual abuse can broaden community understanding of child abuse and neglect, which can further help to build greater awareness about the issue among citizens.

The media can inform, educate, entertain, and influence the viewers and listeners regarding their perception towards children, law enforcement agencies and the procedure for seeking justice. The strength of the mass media lies in helping to put issues of societal concern on the public agenda, in reinforcing local efforts, raising consciousness about issues and in conveying simple information. Mass media is essential for those who advocate for children's rights and campaign against high-profile crimes like child sexual abuse as well as to ensure children's rights are promoted and protected. According to World Health Organization in Baran (2012) child sexual abuse can be prevented and better managed through a set of priority interventions such as vigorous media advocacy. Baran (2012) adds that part of the responsibility of the media is to educate the society. The media can help families increase child protection and air programs with prevention strategies.

2.2 Audience Responsibility in Reducing Pedophilia

Karl and Kelly (2015) observed that physical treatment is one method that has been shown to be effective in the reduction of subsequent sex offences and also provides a potential method to reduce the progression of pedophilia to engagement in pedophilic activity. For example, surgical castration, the physical removal of male testes, lowers testosterone levels which in turn reduce sexual arousal and activity. In contrast, chemical

castration involves the use of hormone therapy and reduces sexual recidivism by lowering testosterone through drug use. Within the U.S., surgical and chemical castration is authorized for certain sex offences in only select states and those states vary significantly in the financial obligations, the castration method and whether or not the castration is discretionary, mandatory or voluntary. In the U.S., surgical castration is viewed by most courts as being a cruel and unusual method of punishment whereas chemical castration has become more widely accepted due to medical advances and because it is less invasive. Associated medical and psychological considerations, in contrast to legal considerations, limit the acceptance of this drastic and sometimes permanent treatment method. A further limitation of surgical and/or chemical castration in reducing recidivism long-term is that the effects can be minimized or reversed by increasing testosterone levels, which can be achieved simply by increasing testosterone intake.

Kinsey et al., (2018) identified the following steps as the ways to prevent incidence of child sexual abuse: first: first, people should always be sensitive to their surroundings; it is important to know who ones neighbours/friends/relatives/others are. Second, parents should try to know almost all forms of child abuse. Pedophilia is one form of child sexual abuse. Third, Parent should educate their children to seek for help and let them know about safe and unsafe touching. Fourth, there should be no secreting policy between parents and their children. Sometimes, pedophiles groom children to keep the abuse, a secret. Fifth, Parent should not upload the photos/videos of child online. They don't have to post it to prove that they have a happy family. Sixth, parents should not let anyone take their child photos/videos. Seventh, parents should not leave their children alone. They should remember to watch over not only their daughters, but also their sons. Eighth, they should develop an emergency plan when they have to deal with pedophilia whom they should report to and where they have to go. Ninth, report in a situation where the other child's father/mother is a pedophile. One has to remember that all children are every body's children. Tenth, one should start protecting and securing his or her children's privacy because pedophiles never wait to abuse children.

Bernaddett and Chris (2012) suggested some safety preventions against that the audience or people should observe to reduce incidence of pedophilia or child sexual abuse. They are: children should be taught to avoid moving alone especially in a lonely place, they should avoid asking for a free ride or accepting such; they should not take alcohol; they should not move company of people they don't trust; reduce staying alone or taking bath with opposite sex; parent should always cover their child's nakedness (they should ensure that they always put cloth); avoid visiting members of opposite sex alone; avoid watching pornographic firms or videos. They also further stated what victims of child sexual abuse should in the invent of it as: moving out of the scene immediately to a safe place, reporting the incidents to a trusted adult like parents or elders foe safety, parents should help the child to seek the help of a doctor, parents should take legal action immediately, get medical treatment especially antiretroviral drugs immediately.

Bernaddett and Chris (2012) noted that mass media education and prevention campaigns may be designed to target children and young people, providing them with useful information and alerting them to avenues for further information, help and support on incidence of pedophilia. Campaigns can also use regular television programs for children. Campaign organizers can approach producers of popular children's television requesting that they incorporate messages, such as a child's right to physical integrity and to protection from harm and depict desired protective behaviours, such as seeking help if a child feels threatened or unsafe. Further, campaigns may be designed to give children and young people an opportunity to express their views on issues that affect them, specifically

targeting adult audiences that habitually ignore the views and experiences of children and young people. According to Perrotta (2020) qualitative evidence suggests that quality children's television can enhance child development by providing positive role models of cooperation and collaboration as a responsible way of acting in the world."Indeed, the constructive use of mass media can assist in teaching children and young people socially desirable ways of dealing with conflict, knowledge of their rights to integrity and protection from harm, healthy eating habits and lifestyles, and ways to assert themselves and their rights in a positive, acceptable manner.

III. Result and Discussion

3.1 Theoretical Framework

This paper adopted Moral Responsibility theory which was propounded by P.F Strawson in 1962. The main idea of moral responsibility theory is that making judgments about whether a person is morally responsible for her behaviour and holding others and ourselves responsible for actions and the consequences of actions, is a fundamental and familiar part of our moral practices and our interpersonal relationship. The argument of Strawson is 'if one is to be truly responsible for one's actions because one has chosen the desires(values) which lead to act as one does, then one must clearly be truly responsible for this choice of his desire. The moral responsibility theory addresses three fundamental issues: 1. what it is to be morally responsible for one's doings, 2. what it is to be a responsible moral agent 3. and what it is to hold an individual morally responsible. The theory focuses on the moral assessment of action squarely upon against who acts and not upon the member of the moral community who are interpreting the agent and her action (Garba & Msughter, 2023b).

Generally, it is accepted that media organizations play an important role in democratic society and media is the fourth pillar of that society. Not only does it have to be transparent and unbiased in her reportage but it also has the responsibility of educating the public and propagating reform in public opinion as well as sensitization. It also serves as a platform for public discussion and sharing of viewpoints on issues of national interest. Information in journalism is understood as a social good and not as a commodity, which means that journalists share responsibility for the information transmitted and is thus accountable not only to those controlling the media but ultimately to the public. The journalist's social responsibility requires that one will act under all circumstances in conformity with a personal ethical consciousness. The theory of moral responsibility is the status of morally deserving praise, blame, reward, or punishment for an action or omission in accordance with one's moral obligations. The theory portrays that a particular organization, or individual has ethical obligation to act for the benefit of society as well as to maintain a balance between the ecosystem and business activities. The responsibility of media is to respect ethical code and fundamental principles of journalism (Garba & Msughter, 2023b). Professional electronic journalists recognize that their first obligation is to the public trust. They should present news fairly and impartially, placing primary values on significance and relevance. They ought to exercise special care when children are involved in a story and give children greater privacy protection than adults.

V. Conclusion

Creating broadcast media messages on pedophilia, with a focus on audience responsibility, requires an informed, sensitive, and purposeful approach. The goal is to educate, raise awareness, and motivate communities to take responsibility for the protection of children. The paper argued that pedophilia and child abuse are serious issues that affect countless children. As a community, we share a responsibility to protect them. By learning the signs of grooming and knowing where to report suspicious behaviour, each of us can make a difference. Let's work together to keep our children safe support, report, and stay informed. Therefore, through these messages, broadcast media can play a critical role in protecting children, promoting awareness, and empowering the public to take responsible, proactive steps to address pedophilia and abuse.

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