



ORIGINAL RESEARCH PAPER

Education

MASS MEDIA AND CHILD ABUSE PREVENTION AWARENESS OF HIGH SCHOOL TEACHER : LOCALITY WISE ANALYSIS

KEY WORDS: Mass media, Child abuse, Prevention, awareness, High school teachers

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ABSTRACT	The main objective of the study is to find out the significant relationship between mass media and child abuse prevention awareness of high school teachers. A self made tool was used for assessing child abuse prevention awareness of high school teachers. Simple random sampling method was adopted for obtaining data. The results showed that there is a significant relationship between of mass media and child abuse prevention awareness of high school teachers.
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INTRODUCTION

Children are an important asset for any nation. In the human life span, the childhood period is considered as the most significant, since it is the foundation period not only for their future but the future of nation as well. The way in which those children were treated during their childhood, would play a substantial role in their attitude, confidence and social orientation. The growing complexities of life and the dramatic changes brought about by socio-economic transitions in India, have played a major role in increasing the vulnerability of children to different forms of abuse. However, in India, and in many other countries, there has been no understanding of the extent, magnitude and trend of the issue.

CHILD ABUSE PREVENTION AWARENESS

No one knows what happens behind closed doors, especially to children. Their innocence and lack of worldly wisdom is often misused and they are oppressed. Equally often, children become scapegoats to the frustration of their parents, teachers and relatives, who escape without consequence. But the most unfortunate side of the story is the subject is shushed in India, and more and more children are subject to physical, sexual abuse, emotional abuse and neglect simply because they don't know that it is not normal. Violence against children, under any circumstances is not justifiable. All violence against children is preventable. Violence against children is multidimensional and calls for multifaceted presentable measures. Protection of children from violence is a matter of urgency. Children suffer from adult violence, normally unseen, unheard and unreported for centuries. Now the impact of all forms of violence against children is better reported and it is more noticeable.

MASS MEDIA

For the purpose of this study, media is defined as "all means of communication, whatever its format." In this sense, media include symbol systems as diverse as print, graphics, animation, audio, and motion pictures. Mass media is defined as "any object or process of human origin that can be used to convey message or knowledge or transferring any subject to large numbers." In this sense, mass media includes phenomena as diverse as books, films, television, e-paper, newspaper and the internet. With respect to education, mass media are the symbol systems that teachers and students use to represent knowledge or the tools that allow them to share their knowledge representations with others.

In the last 50 years the media influence has grown exponentially with the advance of technology, first there was the telegraph, then the radio, the newspaper, magazines, television and now the internet. Now people live in a society that depends on information and communication to keep moving in the right direction and do our daily activities like work, entertainment, health care, education, personal relationships, traveling and anything else that we have to do. A common person in the city usually wakes up checks the TV news or newspaper, goes to work, makes a few phone calls, eats with their family when possible and makes his decisions based on the information that he has either from their co

workers, news, TV, friends, family, financial reports, etc. People need to be aware is that most of our decisions, beliefs and values are based on known for a fact, our assumptions and our own experience. In their work they usually know what they have to do based on their experience and studies, however on their daily lives they rely on the media to get the current news and facts about what is important and what they should be aware of. They have put our trust on the media as an authority to give us news, entertainment and education. However, the influence of mass media on their kids, teenagers and society is so big that they should know how it really works.

Significance of the Study

While Child abuse exists almost all over the world, it is much greater in some countries. India is definitely one of them. Children are in vulnerable situations such as poverty, disability, homelessness etc. and they find themselves doubly disadvantaged, by their gender and the physical, geographic, economic, political, and social situations that they find themselves in. It is, therefore, imperative to take a child perspective into account while examining the situation of children. Abuse of children is widely prevalent in Tamil Nadu. Already some measures have been taken to reduce child abuse with help of media. To increase the application of prevention strategies against child abuse, more outcome studies are urgently needed, especially from low-and middle-income backgrounds through media. These studies should include attempts to find out the outcomes of the existing strategies. They should provide practical guidance on how to plan, select, design and implement prevention strategies in a way that they will generate evidence as to how effective they are. Realizing this, the Researcher has focused on child issues and carried out this research on the Influence of mass media on child abuse prevention awareness among teachers This research is aimed at dealing with child abuse, its categories, how mass media plays a vital role to prevent child abuse, how it treats the overall progress of the country, legal provisions related to child issues and strategies to be focused. Against this background, the Researcher decided to undertake a comprehensive study on child abuse and how mass media prevents children from various forms of abuses.

Objective of Study

1. To find out whether there is any significant difference between rural and urban high school teachers in their child abuse prevention awareness.
2. To find out whether there is any significant difference between rural and urban high school teachers in their mass media.
3. To find out whether there is any significant relationship between mass media and child abuse prevention awareness of teachers.

Hypothesis

1. There is no significant difference between rural and urban high school teachers in their child abuse prevention awareness.

2. There is no significant difference between rural and urban high school teachers in their mass media.
3. There is no significant relationship between mass media and child abuse prevention awareness of teachers.

Methodology

The investigator used the survey method for the present study.

Population and Sample

The population for the present study consists of a teacher who is working in Tirunelveli district. It is proposed to use The investigator has randomly selected 389 high school teachers using Simple random sampling technique.

Statistical Techniques Used

For analyzing the data the investigator will be use percentage analysis, mean, standard deviation, 't'-test and correlation.

Null hypothesis 1

There is no significant difference between rural and urban high school teachers in their child abuse prevention awareness.

**Table 1
Difference between rural and urban high school teachers in their child abuse prevention awareness.**

child abuse prevention awareness and its Dimensions	Locality of School	N	Mean	SD	't' Value	Remark
Media Usage	Rural	196	34.4750	3.91891	0.544	NS
	Urban	193	34.7214	3.90548		
Aware of health care	Rural	196	39.7688	4.60410	0.281	NS
	Urban	193	39.6214	4.42762		
Prevention of child abuse	Rural	196	17.4563	3.50747	2.814	S
	Urban	193	17.9643	2.31483		
Student Care	Rural	196	27.9563	3.09259	0.217	NS
	Urban	193	27.8786	3.09436		

(at 5% level of significance, the table value of 't' is 1.96 S – significant, NS – Not Significant)

It is inferred from the above table that there is no significant difference between rural and urban high school teachers in their media usage, aware of health care and student care. But there is significant difference between rural and urban high school teachers in their prevention of child abuse.

Null hypothesis 2

There is no significant difference between rural and urban high school teachers in their mass media.

**Table 2
Difference between rural and urban high school teachers in their mass media.**

Variable	Locality of School	N	Mean	SD	't' Value	Remark
Mass Media	Rural	196	24.4490	3.03672	2.172	S
	Urban	193	25.1569	2.59837		

(at 5% level of significance, the table value of 't' is 1.96 S – significant, NS – Not Significant)

It is inferred from the above table that there is significant difference between rural and urban high school teachers in their mass media.

Null hypothesis 3

There is no significant relationship between mass media and child abuse prevention awareness of teachers.

**Table 3
Relationship between mass media and child abuse prevention awareness of teachers**

Child Abuse Prevention Awareness and Its Dimensions	Mass Media	Remarks
Media Usage	0.012	NS
Aware of health care	0.053	NS
Prevention of child abuse	0.022	NS
Student Care	0.39	S

(at 5% level of significance, for 400 df, the table value of 'r' is 0.098 S – significant, NS – Not Significant)

It is inferred from the above table that there is no significant relationship between media usage, aware of health care, prevention of child abuse and mass media of rural and urban high school teachers. But there is significant relationship between student care and mass media of rural and urban high school teachers.

Findings

1. There is significant difference between rural and urban high school teachers in their prevention of child abuse.
2. There is significant difference between rural and urban high school teachers in their mass media.
3. There is significant relationship between student care and mass media of rural and urban high school teachers.

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