

Review Paper on Public Service Announcement (PSA) Videos of Child Marriage Awareness

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Abstract

Child marriage is the marriage of a child underneath the age of 18 in any case the gender. Based on United Nations International Children's Emergency Fund (UNICEF) information, South Asia is at the top of the ranking of child marriage within the world (UNICEF, 2013). Child marriage violates the children fundamental rights such as health, education and safety. Children who are involve are at high danger of violence, exploitation and abuse. Due to this issue, it is importance to enhance the awareness of child marriage. To enhance the awareness issues, researchers use Public Service Announcement (PSA) as a medium in raise awareness. However, the issue of child marriage did not use this kind of medium to handle the issue in Malaysia. Therefore, in this paper a review on the ideas of enhancing the awareness among people especially Malaysian regarding this issues. PSA is a video created to raise awareness of child marriage is investigated as a medium frequently have a capable message that sticks with the watcher.

Keywords: Child marriage, public service announcement, video

I. INTRODUCTION

Today there are one of the important issues be serious and being discuss around the world, which the child marriage. The meaning of child marriage is a marriage of children that are below than 18 years old. Based on many other researcher there are a negative effects come outs from this issue[1]-[5]. In this paper have study about the child marriage background and founded that United Nations International Children's Emergency Fund (UNICEF) have reported a child marriage is not only occurs by a girls nevertheless, the issues mostly interrupts them. In addition, half of girl aged between the 20 to 24 years old are recognized being married under the age of 18 years old [2]. Moreover, one in five children are initiate being married before the age of 15 years old [2].

Meanwhile, the 2010 Population and Housing Census uncovered, in Malaysia, there were 152,835 people matured 15-19 in a marriage. In addition, there are 40% of African young ladies that are marriage below 18 years old[6]. Aassist breakdown in terms of sexual orientation appears that there were more females (80,195) than guys (72,640); and the foremost influenced were the Malay Muslim community," stated Lai *et al.*, in [7]. Child marriage happened because of many reasons including (i) poverty, (ii) strengthen social relationship, (iii) the belief that it offers protection and tradition and (iv) religion. However, the main reason is cause by poverty. Some poor families had to settle their debts or earn some money by selling their children into marriage. Some parents just wanted their daughter to have better life. Child marriage violates the children fundamental rights such as health, education and safety. Children, who

are involved, are at high risk of violence, exploitation and abuse[8]. This is because of the responsibility that they have as wife and probably as a mother. They do not have the right to education as most of them have to obey their partner's decisions who are much older than them.

Hence, to resolve the child marriage based on PSA, getting a detailed understanding of child marriage is required. This paper presents a broad review of child marriage. Section II presents the factors that contribute towards child marriage. Section III discusses the impacts on children who involved in child marriage. Section IV provides a brief PSA proposed of child marriage. Finally, Section V summarize and conclude the review of this paper.

II. THE ASPECTS THAT CONTRIBUTE ON CHILD MARRIAGE

Nourin [9] highlighted the four major forces that drive child marriages such as: (i) poverty, (ii) the need to reinforce social ties, (iii) the belief that it offers protection and tradition and (iv) religion. According to Modak, [10], poverty has been reported to be the main factor of early marriage. The same factor has been found in Malaysia, whereas family poverty has been found as a reason of girls to get married at a very young age [11]. A girl will marry in order to reduce the burden of their family. For many poor families, marrying their daughter at an early age essentially is a strategy for economic survival; it means one less person to feed, clothes and educate. Some of the parents even arrange the marriage in order to make sure their daughter to get a new better live.

The second factor of child marriage happened because of the need to reinforce social ties. Parents will feel proud in the society by marrying their daughter to a "good" reputation family.

Meanwhile, there was a common belief among the parents that marrying their daughters at young age should protect them from rape, premarital sexual activity, unintended pregnancies, and

sexually transmitted infections, especially human immunodeficiency virus (HIV) and AIDS [9].

Child marriage has also become a tradition. It is a route to cementing family, clan, and tribal connections or settling obligations. Malhotra in [12] said that "For example, in Pakistan's Northwest Frontier Province, Afghanistan and in some parts of the Middle East, marrying young girls is a common practice to help the grooms' families offset debts or to settle inter-family disputes" (p, 5).

Finally, according to Nasrullah *et al.*, in [13], another reason that contribute to early marriage is caused by religion. In their study showed that many parent in Pakistan believed that it was parent's duty to marry their daughters as soon as they reach puberty.

III. THE EFFECTS OF CHILD MARRIAGE

The impacts of child marriage on children health are: (i) isolation, (ii) depression, (iii) sexually transmitted infection, and (iv) infant and maternal death. The explanation are as follows:

A. Isolation

In child marriage, regularly the husband is older than the girl. After the marriage girls should have do every work in house as normal wife even the girl also as a worker [9]. Therefore, there are one of the reason the girl might have problem with their husband because they still young cause sometime they misunderstanding between them and resulted the girls rejected, isolated, and depressed.

B. Depression

John *et al.*, in [14] have reported that women who has been forced in marriage has showed a significant emotional distress and depression. This is due to marrying a stranger, burden of marital responsibilities and mostly because of their partner sexual demand. One of the woman in their research revealed that she has been sexually assault by her husband. Her husband also will beat, splash water, even put a rock on her if she refused to fulfil his sexual needs.

C. Sexually Transmitted Infection

Child marriage also effect the sexually transmitted infection for example danger for their health. If one of them have problem health like HIV so it risk to their partner.

D. Infant and Maternal Morbidity and Mortality

According to Rumble *et al.*, in [15] the child marriage disclosures girls to complex of protectivehumanity. The girl will face with complication during childbirth and pregnancy, which lead to the death among adolescent girls.

IV. PSA ON CHILD MARRIAGE

In this paper has study on three current PSA child marriage that already use outside from Malaysia. However, the video still have limitation. Hence, this paper focus to enhance the current PSA by enhance the content of the video. Fig. 1 shows a PSA brought by the collaboration of UNICEF and Bridal Musings to show the horror of child marriage. In the video, it shows a wedding ceremony and one of the brides is a child aged 15 years old. The video displays a very emotional and strong message behind it. However, there are too little text showed in the video. This may lead to misinterpretation by viewers or maybe some of the viewers may not get the real message behind this video.



Fig.1UNICEF's Chilling PSA to End Child Marriage

Moreover in Fig. 2 shows a video made by Emma Freeman and was published on 16 July 2013. This video shows the child marriage that is happening all around South Asia. The video is mainly made up with text to deliver the statistics regarding child marriage. The shots in the video give meaningful

and emotional message. However, the video does not contain any clips that support the texts that are included in the video. This makes the video somehow looks not properly planned.



Fig.1 PSA on Child Marriage in South Asia

Fig. 3 shows a video made by BØRNEfonden (Children and Youth Foundation) and was published on 22 November 2016. This video highlights the reaction of several families when 30 years old man came at their door and asking to marry their child. The reaction of the parents in the video is what made the video has a very strong and powerful message. However, this video is opened to any kind of interpretation from the viewer and some of them may get the wrong message from the video.



Fig. 3 PSA video by BØRNEfonden (Children and Youth Foundation)

Based on previous PSA on child marriage there are still have limitation on the proposed PSA. Hence, in this paper enhance the PSA video based on awareness criteria.

V. THE AWARENESS AMONG THE COMMUNITY REGARDING CHILD MARRIAGE THROUGH PSA VIDEO.

In 2017, Ministry of Women and Children Affair in Bangladesh, with has made a campaign under the “Enabling Environment for Children Right” as

Fig. 4. In the campaign [16], they were using all media to spread about the child marriage awareness including using mass media like media, TV, radio and dramas; billboard and social media like Facebook and YouTube.



Fig. 4 PSA video footage for child marriage in Bangladesh [17]

Based on UNICEF [2] research the PSAs were viewed by almost 280,000 people, and at least 10 times more viewers than average for UNICEF PSAs. Hence, PSA is importance as a medium to education young generation.

Moreover, in 2014 until 2016, United Nation Population Fund (UNFPA) [16] has reviewed the detail of laws and approaches in 23 Eastern and Southern Africa nations beneath the support of the Defend Youthful Individuals Program at the College of Pretoria in collaboration with East African Community, SADC, Interval Specialist on Advancement and other Joined together Countries accomplices. The collaboration was drained arrange to recognize how administrative and arrangement specifically or in a roundabout way influence adolescents' and youthful individuals utilized by UNICEF workplaces in Africa on social media stages. Their PSAs were seen for nearly 280,000 individuals, which was 10 times more watchers compared to other UNICEF PSAs.

Another exertion has too been done, and this was done to decide how authoritative and approach arrangement specifically or in a roundabout way influence adolescents' and youthful individuals sexual and

regenerativewellbeing rights within the diversenations. The discoveries of the law and policy review were disseminated at seven events around the world, including the International AIDS Conference and the Africa Conference on Sexual Health and Reproductive Health and Rights.

Most of the humans' right movements such as UNICEF use PSAs as the medium for its effectiveness. UNICEF [2] endeavors to engage partners in most effective way. Through PSAs, the communities and society are able to develop and spread the awareness about how important to end the child marriage. International conference such as AIDS conference might deliver important inputs about child marriage and through PSA; communities could get a grip about child marriage.

VI. STATISTICS ON CHILD MARRIAGE

Child marriage has existed for centuries, basically since of convention but moreover due to destitution. In early days guardians utilized to orchestrate the assurance to be wedded of their newborn child children as a implies of joining two families. In show days, the hone of early marriage is common in country regions or where prospects for young ladies are few. The would-be brides have no say within the matter as gatekeepers or other family individuals concur on the relational unions and young ladies have no decision-making alternatives.

The United Nations Determination on child, early and constrained marriage, was bolstered by 116 Part States at the 69th session of the commononet together. Each year, an assessed 15 million young ladies matured beneath 18 are hitched around the world. Within the creating world, one in nine young ladies is hitched some time recently her 15th birthday. These children are victimized of their childhood, denied their rights to happiness, education and security. The determination calls on states, with the cooperation of significant partners, to create and execute all encompassing, comprehensive and facilitated reactions and methodologies to kill child and constrained marriage [7].

Child marriage may be a worldwide issue, but it could be a huge concern in Malaysia as the measurements appear that in 2000, the measurement appeared that child marriage influenced 6,800 young ladies underneath the age of 15 as well as 4,600 boys in Malaysia. Of those young ladies, 2,450 were Malay, 1,550 inborn, 1,600 Chinese, 600 Indians, and 600 others [7]. Fig. 5 appears the number of marriage application for Muslim child and Non-Muslim child from the year 2010 until 2015. The overall number for Muslim child marriage application for the 6 a long time is 6264 applications whereas the full number for Non-Muslim child marriage cases is 2775 cases [7].

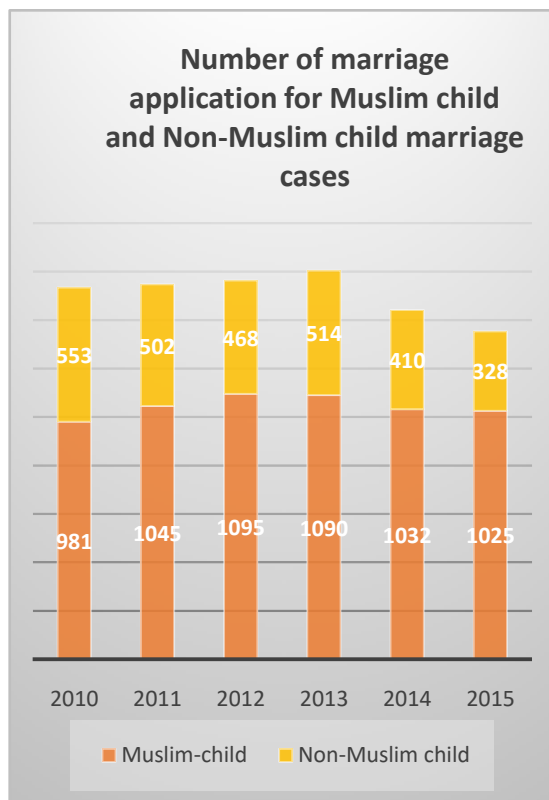


Fig. 5 The marriage application for Muslim child and Non-Muslim child by Lai *et al*, in [7]

This appears that there are numerous Muslim child included in child marriage compare to Non-Muslim child. One of the reasons is since for Muslim community in Malaysia, marriage issues are taken care of by Law of Syariah, which implies that there are distinctive laws for Muslim

community with respect to marriage undertakings. In this law, they can apply for child marriage application, which afterward will be advocated at the court beneath Syariah Law. Subsequently, the number of child marriage among Muslim community are altogether higher than Non-Muslim community.

CONCLUSION

The trend of child marriage has decline continuously around the world. The most recent information detailed by UNICEF appeared that as it were 21 percent of youth full ladies matured between 20 to 24 a long time were hitched as children. The data shows that a decrease of 25 per cent since 10 years ago. Despite the positive trends, major endeavor must be taken especially in educating the public with PSA videos. By producing PSA videos, more information can spread out about child marriage to all people around the world.

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