



## Human Trafficking in Media Coverage: Perspectives from Kazakhstan and Ethiopia

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**Abstract.** This article explores media coverage perspectives on human trafficking in the Republic of Kazakhstan and Ethiopia. Human trafficking remains a pressing global issue and problem with both countries affected by it. Scholars in Media and Communication emphasize that media has the potential to raise awareness and educate people about social issues such as human trafficking and others. It indicates the efforts made by both nations to combat the issue noting that they have made progress in their interventions. Moreover, it shows that media in both countries covers the issue though the coverage doesn't fully reflect the extent and gravity of the problem. The challenges that journalists face while reporting on human trafficking are financial constraints, lack of protection and safety, limited awareness, editorial pressure and political bureaucracy. The paper recommends that extensive and consistent media coverage is significant in combating human trafficking, not only in these two nations but throughout the world.

**Keywords:** Human Trafficking, Kazakhstan, Ethiopia, Media, Bureaucracy, Politics

### Introduction

The issue of human trafficking has been getting the attention of international organizations and many claims it as dangerous and recognizes its devastating impact. Kazakhstan and Ethiopia are one of the countries which have experienced its impact.

The Republic of Kazakhstan serves as both a source and destination country for human trafficking driven by both local and external demand. Domestically, victims are often trafficked to Russia while others are sent to Middle Eastern countries such as Bahrain and Turkey.

Foreign victims particularly women and girls from East and Central Asia, the Middle East and Eastern Europe are lured to Kazakhstan with false promises of employment and subsequently subjected to sex trafficking, forced labor or domestic servitude. In addition, reports indicate that Kazakh men seeking employment have been exploited in forced labor by mercenary groups in Afghanistan, Iraq and Syria (Organized Crime Index, 2023, Kazakhstan; Turnbull, B., 2014. Trafficking in Kazakhstan. In Sociology Sarasota Manatee Campus Faculty Publications).

(United States Government, 2018, P.252). 2018 Trafficking in Persons Report Kazakhstan: stated that Kazakhstan is a destination country and to a lesser extent a transit country and a country of origin for victims of labour and sexual exploitation. Internal trafficking in human beings due to migration from rural areas to urban areas for the purpose of employment continues to be of concern. Countries of destination of external human trafficking are Russian Federation (the largest number of cases), Bahrain, Brazil and Republic of Korea, Turkey and United Arab Emirates. Women and girls from Kazakhstan are smuggled to the Middle East, Europe, East Asia and the United States of America for sexual exploitation. The Republic of Korea is one of the destinations of labour trafficking from Kazakhstan. Yet, as evidenced by statistics compiled by the IOM Office and the United States Department of State, internal human trafficking is by far the most prevalent type of trafficking in Kazakhstan (IOM, 2019). Exploring The Role of ICTs In Recruitment for Human Trafficking in The Republic of Kazakhstan, The Kyrgyz Republic and The Republic of Tajikistan).

Over the past five years, human traffickers have exploited both domestic and foreign victims within Kazakhstan while also trafficking Kazakh victims abroad. Domestically, the economic prosperity in urban centers such as Astana, Almaty, Aktau and Atyrau draws large numbers of rural citizens. Many are involved in sex trafficking, forced labor such as agriculture, construction and domestic service. The most vulnerable groups include individuals from rural areas, undocumented migrants those without identity documents, unemployed individuals, the homeless and persons with disabilities (US State Department, 2023 and 2024, Trafficking in Persons Report Kazakhstan). In 2023, 19 cases of newborn trafficking were reported leading to charges against over 15 individuals. This year, six cases have been registered with prices for a newborn ranging from 100, 000 tenge to 2 million tenge per child (The Astana Times. (2024, July).

Khamzin, A., Khamzina, Z., Nurmanbetkyzy, Z., Kenzhibekova, E., & Buribayev, Y. Assessing the Vulnerability to Human Trafficking Amidst Migration Patterns: A Case Study of Kazakhstan. DANUBE, 14(4), 317-334 in their study states that Kazakhstan's response to its international obligations to prevent human trafficking has some shortcomings. There has been no systematic attempt to analyze the response of relevant government and child protection bodies, and nongovernmental organizations to respond to the needs of vulnerable children and trafficked and sexually exploited children (Haarr, R.N. (2015). A Rapid Assessment of Children's Vulnerabilities to Risky Behaviors, Sexual Exploitation and Trafficking in Kazakhstan. Almaty, United Nations Children's Fund, 45). Recently, there are initiatives measurement that are being taken by the government to combat human trafficking [5]. Trafficking in Persons Report Kazakhstan, notes that Kazakhstan continued efforts to address and combat human trafficking. This has resulted the country to be ranked in Tier 2 ranking which indicates improvements compared to the previous reporting periods. These advancements included convicting officials

involved in forced labour and establishing Territorial Mobile Teams to enhance responses in rural areas. Furthermore, the government of Kazakhstan implemented a 2024-2026 National Action Plan (NAP).

Anti- trafficking law enforcement continued to be upheld by the government of Kazakhstan. Article 128 (human trafficking) and 135 (trafficking in minor) of the criminal code had prescribed sex trafficking and labor trafficking. However, in contrast to the definition of trafficking at the international level, the articles did not include force, fraud or coercion as core features of the offense; they presented them instead as aggravating factors. Those laws prescribed 4-7 years of imprisonment for trafficking adults and 5-9 years for trafficking adults under 18. These penalties may extend up to 15 years for an adult trafficker and to 18 years for a child trafficker in “aggravated circumstances. Such punishments were cruel and in sex trafficking proportionate to the punishment of other more grave offenses e.g. kidnapping. Besides, sex trafficking may be penalized according to the relevant Articles 134 (involvement of a minor in the prostitution) and 308 (prostitution involvement) of the criminal code. Article 134 provided for penalties from 3 to 6 years imprisonment (US State Department, 2023 and 2024, Trafficking in Persons Report Kazakhstan).

Ethiopia is one of the countries in Africa which is highly affected by internal and external human trafficking. Over the past five years, human traffickers have exploited both domestic and foreign victims in Ethiopia as well as Ethiopian victims abroad. With in Ethiopia, traffickers exploit women and girls in domestic servitude and sex trafficking while boys and men are subjected to labor trafficking in traditional weaving, construction, agriculture, forced begging and street vending (US State Department, 2023, 2024. Trafficking in Persons Report Ethiopia). Human trafficking in Ethiopia occurs both internally and externally. This ranges from child and adult labor to sex trafficking. Reports also indicate that there are incidents of organ trafficking and related to human rights violations such as child marriage, child soldiering and exploitative intercountry adoption. Risk factors contributing to trafficking in the country include poverty, political instability, economic challenges, drought, war, gender discrimination, lack of trust in government, lack of resources and job opportunities (Beck, D.C., Choi, K.R., Munro-Kramer, M. L., & Lori, J. R. (2017). Human trafficking in Ethiopia: a scoping review to identify gaps in service delivery, research, and policy. *Trauma, Violence, & Abuse*, 18(5), 532-543.; Gezie, L.D., Yalew, A. W., Gete, Y.K., & Samkange-Zeeb, F. (2021). Exploring factors that contribute to human trafficking in Ethiopia: a socio-ecological perspective. In *Globalization and health*, 17(1), 76.; Regional Mixed Migration Secretariat (RMMS). (2017). Ethiopia Country Statement: Addressing Migrant Smuggling and Human Trafficking in East Africa.; Wako, L. (2020). Women trafficking in Ethiopia and its Mitigation: The case of Arsi Zone, Oromiya [Doctoral dissertation] in Leiden University).

(United States Government, 2013, P. 166). 2013 Trafficking in Persons Report Ethiopia: notes that “the government of Ethiopia maintained its anti-trafficking law enforcement efforts. Ethiopia prohibits sex and labor trafficking through Criminal Code Articles 596 (Enslavement), 597 (Trafficking in Women and Children), 635 (Traffic in Women and Minors), and 636 (Aggravation to the Crime)”. According to the Department’s report, Article 635, which prohibits sex trafficking, prescribes punishments not exceeding five years’ imprisonment, penalties which are sufficiently stringent and Articles 596 and 597 outlaw slavery and labor trafficking

and prescribe punishments of five to 20 years' imprisonment, penalties which are sufficiently stringent.

## Materials and Methods

It is evident that media coverage of social issues and problems is very important. The public gets information about social problems mostly through the media and the issue that receives the greatest volume of coverage have the largest effect. The media is an important vehicle through which information can be obtained and exchanged. Indeed, nowadays public knowledge about foreign events, including war and international crises, relies heavily on mass media. As the so-called 'fourth estate', the media is also a powerful tool in influencing public opinion and raising awareness about an issue. Since human trafficking is one of the most important societal issues, the media can play a significant role in creating awareness to the people. The media's role is of critical importance in disseminating clear information on the reality of human trafficking, in order to foster a greater understanding of it and this is achieved by firstly having a clear understanding of human trafficking in all its nuanced complexities, and then reporting on it in a way that in turn provides people with clear understanding of the issues involved, as well as informing them of their rights and equipping them with relevant information (Hamman, M. (2011). A tangled web: Human trafficking, child protection and the media. In Media Monitoring Africa, 56.). Similarly, UNDOC (2008). The Role of the Media in Building Images. Vienna, Austria) asserts that one should promote the media as a useful vehicle to spread awareness and understanding of human trafficking while at the same time advocating for a socially responsible journalism. According to the organization, the media is critical in shaping public opinion and generating deeper insight into human trafficking. Further, it illustrates that responsible journalism provides accurate information on a given issue to the public and ensures the protection of individuals from harm as a result of information disclosure and also journalists should be educated as comprehensively as possible about the nature and complexity of human trafficking before setting off to investigate and report on a story with a simplistic angle such as the 'sex-slave trade', for example. Overall, the organization emphasizes that there are many facets to this crime both causes and affects which need to be understood and reflected in media coverage. The UN. GIFT (2010). Human Trafficking: The Facts. in Unglobalcompact.Org named media as one of the stakeholders responsible for partnering and supporting the others to create strategies which will lead to the elimination of human trafficking. Though the above literatures indicate the positive roles the media play, media often creates or reinforces stereotypical and negative images about people. In the context of human trafficking, moreover, when journalists wish to tell a story and put a face to a victim, they run the danger albeit often in avertedly of victimizing them further. Victims are often depicted as naïve, and socio-economic problems are reduced to portrayals of personal traumas. Furthermore, victims might be presented in an overly compassionate manner, confusing sympathy (pity) with real empathy (understanding) for the context and reality of their experiences [16]. The Role of the Media in Building Images. Vienna, Austria).

Popular media had given limited coverage to human trafficking before 2000 and they had mainly focused on sex trafficking (Farrell, A., & Fahy, S. (2009). The problem of human

trafficking in the US: Public frames and policy responses. In *Journal of Criminal Justice*, 37(6), 617-626. However, the recent study of human trafficking shows the complex nature and relationship between media coverage and human trafficking. Houston-Kolnik, J. D., Soibatian, C., & Shattell, M. M. (2020). Advocates' experiences with media and the impact of media on human trafficking advocacy. In *Journal of Interpersonal Violence*, 35(5-6), 1108-1132 notes that media are frequently perpetuating bias and stereotypes by glamorizing sex trafficking, sensationalizing stories and focusing on international cases which can lead to ineffective policies and programs. Furthermore, Helou, A. (2022). Book Review: Representations of Transnational Human Trafficking: Present-Day News Media, True Crime, and Fiction by Christiana Gregoriou. In *International Criminal Justice Review*, 33, 102 – 103). They assert that news reporting on human trafficking tends to be one-dimensional that describes human trafficking as an imported problem while neglecting structural issues. The Russian media's portrayal of human trafficking victims often neglects alternative narratives that emphasize the need for enhanced victim support (Dean, L. A., & Changelia, K. (2024). The Social Construction of Human Trafficking Victims in the Russian Media. In *European Journal on Criminal Policy and Research*, 1-24.)

There are some efforts by the media on portraying the problem of human trafficking. Different organizations organize workshops to the media to create awareness on the problem. Gezie et al., (2021) states that the government of Ethiopia organized workshops for the national media to raise and create awareness about trafficking. They stated that the government conducted community conversations and organized television and radio public service announcements to enhance public awareness in collaboration with international organizations and stakeholders.

## **Discussion**

Various studies show that media coverage of human trafficking in Kazakhstan and Ethiopia media has been inadequate particularly when compared to the extent of the problem in these countries. Moreover, media reports often fail to address the systematic factors that drive youth into internal and external trafficking. Tesfaye, A. (2017). Media framing of human trafficking: A comparative study of Addis Zemen and The Reporter. Master's thesis) conducted a study on the framing of human trafficking in two newspapers in Ethiopia. The findings indicated that the government owned newspaper tends to align with the government perspective in how it frames stories about human trafficking while the private owned newspaper offers a relatively balanced portrayal of the issue.

Media exposure plays a crucial role in creating and raising awareness and informing the public about issues like human trafficking. However, there is a pressing need for media in both countries to define the problem comprehensively, suggest actionable solutions and provide moral evaluation to combat human trafficking effectively.

Journalists interviewed indicated that several challenges in reporting and covering human trafficking. Among the significant issues, media organizations in both countries struggle with setting a consistent agenda on the issue. Furthermore, a lack of financial resources hinders in-depth investigative reporting. Journalists also face editorial pressures, insecurity, and political bureaucracy. This could further complicate the ability of the journalists to report and investigate

the issue objectively and thoroughly. They emphasized that consistent and in-depth attention from the media is essential to achieve real change and raise awareness about human trafficking.

Human trafficking is a severe problem that is affecting hundreds and millions of people around the world with its nature and dynamics in over parts of the world. Internal trafficking in Kazakhstan as it is mentioned in the literature is the most prevalent type of human trafficking which includes forced labour, sexual exploitation and other types of abuse. Thus, media in the country must work in collaboration with the respective stakeholders on raising and creating awareness. Furthermore, they must portray and report human trafficking cases and expose the root causes and factors of internal trafficking. Performing this, the media can contribute their pivotal roles in mobilizing the opinion of the public and help the government initiatives to combat human trafficking. In addition, the media can force the government bodies to take and adopt strong measures and actions to persistently and effectively address the problem.

On the other hand, Ethiopia is highly affected by external human trafficking due to the factors that has been mentioned above. The seriousness of the problem is not only due to the transnational challenges but to the severe impact that brings on the victims, the community and the country in large. Hence, the Ethiopian media have responsibility on mitigating the problem. Furthermore, they should work on establishing the scope of the problem and identifying the underlining causes and factors of external trafficking. Media in the country have to work in partnership with stakeholders such as governmental organizations, NGOs, law enforcement agencies and international partners. By doing this, the media in the country can disseminate information and create effective solutions to the problem. Finally, the media in both countries can be a great weapon in the combating human trafficking campaign and play a crucial role in the campaigns around the globe to stop and combat human trafficking.

## Conclusions

Human trafficking has become a growing and pressing global problem which is affecting several countries including Kazakhstan and Ethiopia. Media coverage of human trafficking can bring a change on how the public perceive the issue. Although there are media efforts to create and raise awareness in both countries, there are still significant gaps. Furthermore, there is lack of mutual understanding among the stakeholders on combating human trafficking. As internal trafficking is a prevalent and steadily increasing practice in Kazakhstan, it is suggested that the media in the country should consistently cover the issue as part of their routine tasks. Since external and internal human trafficking in Ethiopia is increasing both in magnitude and significance, it is suggested that the mainstream media in the country should cover and frame the issue in a way that they change the perception of the policy makers and the public.

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### **Адам саудасы тақырыбының Қазақстан мен Эфиопия БАҚ-ындағы көрінісі**

**Аңдатпа.** Бұл мақалада Қазақстан Республикасы мен Эфиопиядағы адам саудасы туралы бұқаралық ақпарат құралдарында жариялау перспективалары зерттеледі. Адам саудасы өзекті жаһандық мәселе және одан зардап шеккен екі елдің проблемасы болып қала береді. БАҚ және коммуникация саласындағы ғалымдар бұқаралық ақпарат құралдарының адам саудасы және т.б. сияқты әлеуметтік мәселелер туралы адамдарды хабардар ету және оқыту мүмкіндігі бар екенін атап көрсетеді. Бұл екі елдің де мәселемен күресу үшін жасаған күш-жігерін көрсетеді, олардың араласуларында ілгерілеушілікке қол жеткізді. Оның үстіне бұл екі елдің бұқаралық ақпарат құралдарының бұл мәселені жариялайтынын көрсетеді, бірақ бұл мәселенің ауқымы мен ауырлығын толық көрсетпейді. Журналистердің адам саудасы туралы хабарлау кезінде кездесетін қиындықтары қаржылық шектеулер, қорғаныс пен қауіпсіздіктің болмауы, хабардарлықтың шектеулілігі, редакциялық қысым және саяси бюрократия болып табылады. Қағаз тек осы екі елде ғана емес, бүкіл әлемде адам саудасымен күресте бұқаралық ақпарат құралдарында кеңінен және дәйекті хабарлау маңызды екенін ұсынады.

**Түйін сөздер:** адам саудасы, Қазақстан, Эфиопия, БАҚ, бюрократия, саясат

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### **Освещение темы торговли людьми в СМИ Казахстана и Эфиопии**

**Аннотация.** В данной статье исследуются перспективы освещения в СМИ проблемы торговли людьми в Республике Казахстан и Эфиопия. Торговля людьми остается актуальным



глобальным вопросом и Проблема, с которой сталкиваются обе страны. Ученые в области медиа и коммуникации подчеркивают, что СМИ обладают потенциалом для повышения осведомленности и просвещения людей о таких социальных проблемах, как торговля людьми и другие. Это указывает на усилия, предпринятые обеими странами для борьбы с этой проблемой, отмечая, что они добились прогресса в своих мероприятиях. Кроме того, показано, что СМИ обеих стран освещают эту проблему, хотя это освещение не полностью отражает масштабы и серьезность проблемы. Проблемы, с которыми сталкиваются журналисты при освещении темы торговли людьми, являются финансовые трудности, отсутствие защиты и безопасности, ограниченная осведомленность, редакционное давление и политическая бюрократия. В документе рекомендуется, чтобы широкое и последовательное освещение проблемы в СМИ сыграло важную роль в борьбе с торговлей людьми не только в этих двух странах, но и во всем мире.

**Ключевые слова:** Торговля людьми, Казахстан, Эфиопия, СМИ, бюрократия, политика

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