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## Gridlocked: The Fight to Give Hope to the Hopeless

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The Fight to Give Hope to the Hopeless  
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### Gridlocked: The Fight to Give Hope to the Hopeless

The issue of human trafficking continues to receive more attention in public, political and academic spheres. Various outlets, especially the media, show the increased scrutiny surrounding the issue of trafficking. The expansion of awareness regarding human trafficking is due, in part, to views presented to the public through media campaigns. There is limited information regarding the effectiveness of media portrayal of human trafficking. The status of human trafficking and current media coverage of the issue should be compared on an international level because of the expansive nature of trafficking. The statistics of human trafficking throughout the United States and Russia along with supplemental information focusing on the various media representations of trafficking will be discussed here.

Human trafficking is a global criminal enterprise that earns over \$32 billion per year (Logan et al., 2009). It is the world's fastest growing criminal enterprise, ranked second in profits behind the drug industry (Logan et al., 2009). There are various definitions of human trafficking that are used; however, the basic principles of this issue include the use of force, fraud and coercion over another in order to receive a profit. The two definitions that will be used in this paper come from the United States and the United Nations. The United States defined human trafficking in the Trafficking Victims Protection Act (TVPA), created and signed into law in 2000 (Farrell & Fahy, 2009). The TVPA states human trafficking is the (a) recruitment, harboring, transporting, supplying, or obtaining of a person for labor or other services by the use of fraud, coercion, or force for the purpose of involuntary servitude or slavery; or (b) sex trafficking in which fraud, coercion, or force induce an act of commercial sex, or in which the person who performs the act of sex is under the age of 18 (Logan, Walker & Hunt, 2009, p.4 ).

The United Nations defined human trafficking in the Protocol to Prevent, Suppress and Punish Trafficking in Persons in 2003 (United Nations Office on Drugs and Crime (UNODC),

2013). According to this protocol, human trafficking is the recruitment, harboring, transportation, transfer, or receipt of persons, by means of fraud, force, coercion, deception, the abuse of power or position of vulnerability, or of the giving and/or receiving of payments and/or benefits to obtain the consent of a person having control over another person, for the purpose of exploitation. Exploitation at the basic level includes: prostitution, sexual exploitation, forced labor or services, and slavery or practices similar to slavery and servitude (UNODC, 2013).

Human trafficking and smuggling are often used interchangeably but they are not the same thing. It is important to recognize the difference between these two acts. There are four categories in which human trafficking differ from smuggling according to the United Nations Office on Drugs and Crime (UNODC, 2013). The first category is consent. Smuggling requires consent whereas victims of human trafficking are not offered the choice of consent (UNODC, 2013). In order for an act to be considered smuggling, individuals must be taken across borders whereas trafficking can occur within a nation's borders (UNODC, 2013). The profits from smuggling are received from the act of illegal transportation and entry into a foreign country (UNODC, 2013). In the case of human trafficking, profits are received because of acts of exploitation (UNODC, 2013). Finally, human trafficking requires ongoing exploitation of a victim for profit whereas smuggling is a one-time action that is completed once the individual has reached their desired location (UNODC, 2013).

In addition to deciphering what human trafficking is and is not, understanding its history is imperative. There are many issues relating to the creation and continued existence of trafficking. Trafficking is able to prosper when a culture tolerates the commoditization of humans as well as the demand for services such as labor and commercial sex (Bishop, Morgan & Erickson, 2013). This tolerance can be seen in the publication of adult videos, porn, ad

campaigns featuring women dressed in lingerie or less, and numerous strip clubs that thrive in society. Human trafficking is rooted in the principles of supply and demand. There are demands for sex and labor and those demands are met with a supply of individuals. The majority of individuals forced into sex trafficking are females (Bishop et al., 2013). Women are more susceptible to becoming victims of human trafficking because of the role they play in society, a role that is assigned to them at birth. In regards to trafficking, sex and gender have influenced the primary victimization of women. The sex of an individual determines their gender role. The differences in gender roles are primarily created by culture and because of this, the roles are changeable (Dragiewicz, 2008). However, gender roles are not easily altered because patriarchy continues to dominate current perspectives of the relationship between men and women.

The ideas of patriarchy throughout society are one of the root causes of trafficking. Patriarchy represents the ideals and interests of men with little regard for women. In a society led by men, women are subservient. Men create and enforce the guidelines of society and women are meant to follow those guidelines without question. The influence of male ideals has diminished the importance of women within society and represses the attempts of women to overcome the barriers before them. Women play an important role in reproduction which is seen as their primary role and because of this; the prominent demand for women in society is for sex. This demand is supported by the glamorization of the commercial sex industry. This romanticism and glamour compels more individuals to demand commercial sex because they find the images and lifestyle conveyed to be desirable.

The demand for sex is not only rooted in gender roles and desire for sexual gratification, but also the reinforcement of roles of oppression (Hunnicut, 2009). Violence against women is structured around gender lines, meaning that women are targeted victims of violence because of

their gender (Hunnicut, 2009). The conflict that arises between men and women may stem from the desire of men to obtain status within society. Women are targeted during conflict because men value having a higher status than women. The status of power that men desire reflects the ideology that women should become and remain subservient to men rather than achieving an individual status (Hunnicut, 2009). This is often reinforced through violent relationships. For example, the term rape culture is used to explain the relationship between male dominance and objectification of women (Dragiewicz, 2008). Rape culture dehumanizes women and displays them as objects rather than persons, these actions are then supported by the actions of men who take advantage of women and use them for sexual gratification because they believe they have an inherent right to do so (Dragiewicz, 2008).

In order to understand the scope of human trafficking, statistics must be used. Quantitative studies studying the victims of human trafficking are rare (Tverdova, 2010). The available statistics are guestimates that have been calculated based on what little information is known (Logan et al., 2009). One of the primary reasons that trafficking is not identified in statistical analysis is the lack of consensus of standards being used to measure and define human trafficking (Tverdova, 2010). The illegal nature and inability to monitor the acts that constitute trafficking contribute to the difference in available statistics (Stiles, 2012). There are few statistics that have been commonly used through the political and academic arenas on a global scale.

According to Shloenhardt, Astill-Torchia and Jolly (2012), statistics show that there are between 600,000 and 800,000 victims trafficked through international borders annually. Globally, there are at least 12.3 million victims of human trafficking at any given time (Hepburn & Simon, 2010). Of these 12.3 million victims, it is estimated that approximately 43% are

victims of sexual exploitation while 32% are victims of labor trafficking and the remaining amount are either unidentified or are used for both labor and sex trafficking (Hepburn & Simon, 2010). Individuals of all ages can be trafficked and both genders are known to be trafficked (Marinova & James, 2012). Women and girls make up approximately 56% of individuals trafficked for labor and men and boys are the remaining 44% (Hepburn & Simon, 2010). Victims of sex trafficking are overwhelmingly female as statistics report that 98% of victims are women and girls (Hepburn & Simon, 2010).

The United States is known as a source, transit, and destination country for the victims of human trafficking (Trafficking in Persons Report (TIP), 2013). This means that victims are taken from the United States, brought to the United States for the purpose of being trafficked, or are brought to the United States and then sent to another destination country (TIP, 2013). The United States is one of the top 10 destination countries for human trafficking (Hepburn & Simon, 2010). Each year, between 14,500 and 18,000 individuals are trafficked within the United States (Initiative Against Sexual Trafficking (IAST), 2013). A report from the Polaris Project (2013) states that over 200,000 men, women and children are at risk for becoming victims in the United States.

In recent years in the United States, the concept of human trafficking has developed as an issue that needs to be addressed. The efforts of media and group publications influenced the rate at which human trafficking was considered a problem within society (Nieuwenhuys & Pecoud, 2007). In order to discuss the impact of media that address human trafficking, the issues that triggered an initial response should be examined. The increase in female human rights interests in the United States was represented in the media throughout the early 1990s (Farrell & Fahy, 2009). Human trafficking became largely recognized during the 1990s when human rights, and

more specifically female human rights, were a focus of political arenas (Farrell & Fahy, 2009). Articles of human trafficking were run in newspapers and other media outlets because the acts were considered to be a crime that infringed upon the human rights of women (Farrell & Fahy 2009).

The framing of human trafficking as a violation of the rights of women during a time where human rights were a primary focus set the stage for further media coverage. In 1993, the United Nations stated that women's rights were considered human rights (United Nations Population Fund, 2013). Women gained global attention when these reports were realized, and a year later in 1994, received special attention in the United States when legislature passed the Violence Against Women Act (VAWA) (Factsheet: Violence Against Women Act, 2013). This legislation was the first acknowledgement of the rights of women as human beings in the United States (Dragiewicz, 2008). The passage of the VAWA opened a door for the states to follow suit with reformation for laws regarding crimes against women (Factsheet: Violence Against Women Act, 2013).

During the 1990's, news coverage of young women in brothels and houses of prostitution in Europe and the United States were produced at an international level (Farrell & Fahy, 2009). Many Americans were disturbed by the influx of reports of sexual violence and trafficking of these women because the girls looked like the "girl from next door" (Farrell & Fahy, 2009). The women portrayed in the media looked as though they could have been from the United States or Europe and it was often difficult to decipher what was happening in what location due to the global scale of the awareness initiative (Farrell & Fahy, 2009). The growing resemblance between victims of human trafficking in Eastern Europe and American women allowed interest groups and legislators to act regarding the issue (Farrell & Fahy, 2009).



News casts are one of the leading forces of the media arena because they inform the public of issues going on within the community and have the power to alter public perception. After 2000, news reports showed an increase in the coverage of human trafficking in relation to previous years (Logan et al., 2009). The *New York Times* and the *Washington Post* published an average of 70 articles per year since 2000 related to human trafficking (Gulati, 2000). Although community and national papers are reporting incidents and updates on the issue of human trafficking, the majority of reports do not represent information about trafficking such as statistics and efforts to reduce trafficking incidents (Kepplinger, Geiss & Siebert, 2012). Current reports of trafficking emphasis extreme guestimates of what trafficking looks like within the community. Reports of prostitution as sex trafficking are especially prevalent and paint an inaccurate picture of trafficking stating that this only happens when a girl is on the street acting as a prostitute (Kepplinger et al., 2012).

After the increase in media coverage regarding trafficking during the late 1990s, political leaders took notice of the issue given the way the community reacted to the news reports of trafficking incidents. The concern of female human rights in regards to prostitution and sex trafficking banded feminist and progressive congressional representatives together to formulate public policy that would combat human trafficking (Gulati, 2010). Hillary Clinton, first lady during the late 1990's, and Secretary of State Madeline Albright vocalized the need to address and prioritize the issue of sex trafficking (Farrell & Fahy, 2009). In 1998, President Bill Clinton tasked the Presidential Interagency Council of Women with creating an anti-trafficking campaign for the presidential administration in order to further the human rights basis of the council (Farrell & Fahy, 2009). The increased awareness of human trafficking in the presidential administration led to awareness throughout the legislative branch. The resulting legislation was

the Trafficking of Victims Protection Act (TVPA) that was signed on October 28, 2000 by President Clinton (Gulati, 2000).

The Trafficking in Persons Report is published each year as a result of the passage of the TVPA and provides an overview of human trafficking in the United States as well as foreign countries. The TVPA mandated that every nation listed in the report must be rated on a tier system related to government efforts within the nation to combat the issue of human trafficking (Office to Monitor and Combat Trafficking in Persons, 2013). The extent of human trafficking within that nation is also considered when placing a country on a tier (Office to Monitor and Combat Trafficking in Persons, 2013). There are three tiers under which a country is placed.

The minimum standards set forth in the TVPA stem from the Palermo Protocol of the United Nations (Office to Monitor and Combat Trafficking in Persons, 2013). There are four principles that create the basis for the minimum standards a nation must meet to be placed on tier one (Office to Monitor and Combat Trafficking in Persons, 2013). The first standard is prosecution. Countries must have standards in place to criminalize and punish crimes of human trafficking (Office to Monitor and Combat Trafficking in Persons, 2013). The next set of standards requires that states ensure that available sanctions for crimes of trafficking are appropriate given the conditions of the crime (Office to Monitor and Combat Trafficking in Persons, 2013). The third principle of the minimum standard requires nations to adopt measures of recovery and rehabilitation for trafficking victims (Office to Monitor and Combat Trafficking in Persons, 2013). The final basis is the requirement for states to instill preventative measures against trafficking, including efforts to decrease the demand for commercial exploitation (Office to Monitor and Combat Trafficking in Persons, 2013).

Tier One countries are those whose government complies with the minimum standards set forth in the TVPA in order to eliminate human trafficking (Office to Monitor and Combat Trafficking in Persons, 2013). Tier Two nations do not fully comply with the TVPA standards but nevertheless, the country is making efforts in complying with the standards (Office to Monitor and Combat Trafficking in Persons, 2013). Tier Two has a second category that countries may be placed in called the Tier Two Watch List. Countries on the Tier Two Watch List meet the same standards as Tier Two in addition to: the number of victim of labor and/or sex trafficking are severe or are rapidly increasing, the government has failed to provide evidence of new and increasing efforts to combat trafficking as well as evidence of a decrease in government complicity with trafficking and finally, the country has vowed to make additional steps within the forthcoming year (Office to Monitor and Combat Trafficking in Persons, 2013). Tier Three countries do not meet the minimum standards set forth in the TVPA and the government is not making significant efforts to meet the standards (Office to Monitor and Combat Trafficking in Persons, 2013).

When considering the tier placement of each nation, it is important to recognize that these ratings are compiled by the United States government and does not depict all of the efforts made or not made by a country to combat human trafficking. The efforts not taken into consideration during the ranking of a nation include: efforts made by non-governmental organizations, public awareness—whether sponsored by the government or not—and initiatives based in law enforcement or other developmental plans (TIP, 2013). The United States is currently listed as a Tier One country (TIP, 2013). Russia is listed as a Tier Three country after being placed as a Tier Two Watch List country for the past nine years (TIP, 2013). The TVPA holds that a nation cannot be listed as a Tier Two Watch List nation for more than two consecutive years; however,

Russia was given a waiver for seven consecutive years stating their written plans to follow the standards upheld by the TVPA (TIP, 2013). In 2013, the United States government finally declined the use of the waiver for Russia for reasons not explicitly stated (TIP, 2013). In order to understand the placement of Russia on a tier other than the first tier, the statistics of human trafficking in Eastern Europe and Russia must be considered.

Current statistics from Eastern Europe, including Russia, suggest that there are between 20,000 and 60,000 females that become victims of trafficking each year (Tverdova, 2010). These numbers reflect the guestimate that over 500,000 women have been trafficked from Russia since 1991 and the collapse of the Soviet Union (Tverdova, 2010). The United Nations Office on Drugs and Crime (2013) states that at any time, over 140,000 victims are trafficked within Europe. Of the victims trafficked within Europe, a combined 51 percent of victims come from the Balkans and Russia (UNODC, 2013).

The reports that focus on the high amount of victims being trafficked from Russia offer explanations related to the recent history of Eastern Europe. The fall of the Soviet Union had several implications throughout this area (Buckley, 2009). The disintegration of social stability, including loss of employment and economic opportunities, and extensive poverty cultivated an environment in which crimes such as human trafficking flourish (Vinković, 2010). Individuals facing poverty become desperate for work that could enhance their economic stability. Such individuals are more willing to travel and accept work that may not be typically available to them, such as an opportunity to travel and become a model or waitress. What these individuals do not know is that the advertisement for a new modeling career is actually a ploy from traffickers to obtain victims. The collapse of the central government lifted a majority of restrictions on foreign travel as well as national borders (Buckley, 2009). The permeable borders

provided convenient travel paths that were not blocked by a national government and did not require forms of identification (Buckley, 2009). The accessible borders in combination with the economic downfall provided traffickers with a vulnerable population of thousands of individuals (Vinković, 2010).

The views of the Russian government and law enforcement are that human trafficking is not a problem they should try and prevent may be preventing the identification of human trafficking. The Trafficking in Persons Report (2013) states that while Russia collaborated with other foreign law enforcement agencies in the past year, such relationships were met with a lack of cooperation by the Russian government. The Russian government is said to believe that victims of trafficking become and remain a victim because of a desire to work abroad and if it is their desire to leave then it is not a matter of the government (Dietel, 2008). In the view of Russian law enforcement, human trafficking will be investigated and prosecuted only when the events occurred within the country's borders (Dietel, 2008).

The Trafficking Convention, a document written by the Council of Europe, was implemented in February of 2008 (Dietel, 2008). The Trafficking Convention requires that states that sign the document must comply with the definition of human trafficking set forth in the law and that such actions must be treated as a crime against persons (Dietel, 2008). The legislation provides initiatives for the governments of the nations who sign the document to create legislation within the nation to prosecute human trafficking (Dietel, 2008). Russia has failed to sign this document and therefore, does not comply with the standards set forth in the Trafficking Convention (Dietel, 2008). The failure of Russia to sign the Trafficking Convention could be a result of several issues. First, the lack of importance placed on the issue of trafficking within Russia by law enforcement prevents officials in both law enforcement and the government to

require policies that aid individuals in identifying and charging instances of trafficking (Dietel, 2008). The corruption that exists within the government prevents officials who would like to implement anti-trafficking policies from doing so (Dietel, 2008). The overwhelming corruption within the government prevents a general legal infrastructure from obtaining a reasonable advantage over organized crime, including human trafficking, because organized crime is the backbone of the Russian government (Dietel, 2008).

Corruption within the Russian government has prevented progress in anti-trafficking efforts (Vinković, 2010). The legal infrastructure that exists in Russia is not capable of undermining the issue of human trafficking because it is struggling to combat the effects of organized crime throughout the country (Dietel, 2008). The belief that the victims of human trafficking deserve the torture they experience is felt throughout the nation (Dietel, 2008). The organized crime that exists in the Russian government is an antagonistic force for crime throughout the nation. The individuals that perpetuate trafficking use bribery to ensure that law enforcement and government officials provide minimal, if any, interference with the trafficking enterprise (Dietel, 2008). Russia has yet to instill proper anti-trafficking legislation and because of this, has struggled to confront the problem in an effective manner (Dietel, 2008). The influence of corrupt officials throughout the government has negatively impacted the introduction and passage of influential anti-trafficking legislation (Dietel, 2008).

In one research study conducted by Buckley (2009), a majority of respondents within Russia disapproved of human trafficking stated that they would not make an effort to act against the issue. There was a sense of helplessness among respondents in the face of organized crime and minimal reports of human trafficking, these crimes felt out of reach for individuals (Buckley, 2009). The majority of respondents claimed that the state should have the responsibility to create

and enforce laws and programs to combat the issue of human trafficking, however, respondents also showed low expectations of the government acting against the issue at all (Buckley, 2009). Other reports indicate that communities throughout Russia felt as though women who fell prey to sex trafficking were prostitutes that chose to leave in hopes of becoming more successful (Tverdova, 2010).

A study conducted in 2005 indicated that over 85% of survey respondents had heard of human trafficking in Russia (Tverdova, 2010). The same study showed that even more law enforcement individuals felt awareness of the issue; however, only one third of these respondents felt the issue was widespread (Tverdova, 2010). These results can be compared to a similar study conducted in the United States by Farrell (2009).

The United States faces a similar issue of law enforcement awareness regarding human trafficking. For example, the results from the Farrell (2009) study indicated that 4% of respondents thought human trafficking was widespread and 16% thought that the issue occurred occasionally in their community. The issue of human trafficking cannot be undermined unless law enforcement understands the scope of the issue. Using these statistics, it can be speculated that law enforcement within Russia is more aware of human trafficking existing throughout the nation versus local law enforcement officers in the United States. This speculation is limited however because of the different amounts of trafficking that occur in the United States and Russia.

Currently, there are very few accounts of human trafficking throughout Russia that are not published in newspapers as sensationalized stories (Tverdova, 2010). The stories that are presented in the news blame the individual for actions taken against them rather than a pimp or other force (Tverdova, 2010). The issue of trafficking did not become prominent in the media

until the early 2000's, even though Russia began combatting the issue in the late 1980's (Dietel, 2008). The reports from the press and television documentaries are informational; however, the majority are based in distorting the issue (Buckley, 2009). The sensationalized reports create unrealistic images of trafficking throughout Russia which in turn relates to the false perception of the issue (Buckley, 2009). Female foolishness is the blame for the issue of trafficking according to media depictions as men are in no way indicated in the trafficking process (Buckley, 2009). Media accounts do not analyze the impact that institutions such as underground markets, brothels, and strip clubs have on the rates of human trafficking (Buckley, 2009).

In addressing the issue of media awareness of human trafficking, the implications are the same in both the United States and Russia. In both countries, the government defined the issue of human trafficking after media attention increased. Studies have indicated that media reports on issues influence public opinion regarding the government and the political system (Kepplinger, Geiss & Siebert, 2012). The audience uses the information provided in the media to frame their understanding of the issue (Kepplinger et al., 2012). This is an issue in regards to human trafficking because the sensationalized accounts are not necessarily true depictions of trafficking. The accounts of trafficking presented in the media often do not identify the root causes of trafficking and thus create options for the public to frame the issue as they choose to (Pajnik, 2010). Rather than discussing issues such as the commercialization of sex and the commodification of women, media accounts present the victim as the cause of the instance of trafficking. The audience then has the opportunity to identify the root causes that they find important to the specific story rather than human trafficking in general. This is a problem because the government, especially in Russia, is already not responding properly to the issue of



human trafficking. If both the community and the government have inaccurate beliefs regarding the issue of trafficking, the issue will continue to expand without anti-trafficking efforts in place.

Film representations of trafficking are especially prone to providing a representation of trafficking that relates to a stereotypical image (Small, 2012). Film representations translate only certain aspects to reality while ignoring others and in the process present a simplified form of what trafficking is (Small, 2012). The aspects that are used correctly include the use of women as victims of sex trafficking and males for traffickers. Films tend to rely on images of a woman in distress that often occurs in a bedroom with a looming figure that the viewer can see in the shadows but cannot see directly. This imagery allows for the audience to feel that the victim put themselves in the situation rather than someone else forcing them to comply with their demands. The visual lack of a perpetrator promotes the idea that women are foolish and are prone to finding themselves in dangerous situations. These films provide sole focus on the victim rather than the perpetrator which can result in a victim-blaming culture because there is not a representation of a trafficker to blame.

Anti-trafficking campaigns often promote the objectification of women as a commodity and reinforce stereotypical images of the female as a sex symbol because the purpose of women in society is to reproduce and provide sexual gratification (Andrijasevic, 2007). These depictions are problematic because they further perpetuate beliefs that women are weak and subservient to men. These beliefs are then used as the foundation of a victim-blaming response to trafficking. Awareness campaigns that use films and imagery often reinforce the masculinity of men and identify power through the use of violent images and money (Andrijasevic, 2007). These images of power are often contradicted with the depiction of females wearing intimate clothing and captured in bondage with bruises and scars (Andrijasevic, 2007). These images reiterate the

belief within society that men overpower women and also convey the idea that women are objects rather than persons. This is problematic because it only serves to perpetuate common beliefs rather than encouraging individuals to join the effort to combat trafficking. Rather than empowering women to acknowledge the risk of human trafficking, these images present a normalization of the use of women for sexual gratification by men (Coy, Wakeling, Garner, 2011). The increase in the depictions of women being used for sex displays a message to all women that they will serve their purpose if they are used for sex. When the focus of media campaigns are women serving men, information is not provided regarding how individuals can avoid becoming a victim of trafficking or how victims of trafficking can be helped.

Although the depiction of male traffickers and female victims is not inaccurate because it is known that the majority of victims of sex trafficking are female and the majority of traffickers are male, not all victims of trafficking are female and not all traffickers are male. The majority of media campaigns regarding human trafficking utilize female images (Small, 2012). Although females are more likely to be victims of sex trafficking, men are also victimized. The sole use of women in awareness campaigns can alter the public knowledge of the issue. By reinforcing the female victim, media campaigns are dismissing male victims of both labor and sex trafficking (Andrijasevic, 2007). Victims may not be identified because of the inaccurate stereotypes that are portrayed in these campaigns (Bishop et al., 2013).

While reports on increasing the effectiveness of media campaigns are limited, scholars have made several suggestions that may increase the accuracy of campaigns as well as public knowledge regarding the issue. First and foremost, awareness efforts should focus on altering the stereotypical images of females as a commodity (Bishop et al., 2013). The use of women as a commodity further perpetuates existing beliefs that women exist to be bought and to provide a

service. The point of creating trafficking campaigns should be to decrease the number of individuals being bought as a commodity. The constant perpetuation of the concept that women can be bought does nothing to combat existing beliefs. In order for female victims to be identified as more than a sex object, different imagery should be used to attract the attention of the public rather than utilizing a semi-naked female body (Bishop et al., 2013). The attention that these images receive is directed toward the body, not the reason behind the use of the image. The audience will look at the image and formulate their opinion about it but are not likely to understand why the image is being used or what it represents. The purpose of representing an anti-trafficking campaign is lost to the audience when they spend time looking at the ad to focus on the attractiveness of an image rather than the message the image is supposed to represent.

Media efforts that address human trafficking should focus on educating the community about the nature of the crime as well as potential consequences (Schloenhard et al., 2012). In presenting such campaigns, it is important that the information provided is rooted in current research regarding trends, victim characteristics, trafficker characteristics, and trafficking methods in order to create the most accurate representation (Schloenhard et al., 2012). The sensational reports of human trafficking that distort public perception of the issue of trafficking are perpetuated with the use of statements and images that do not include research or statistics (Stiles, 2012). The impact of not using statistics can be negative if the audience is not grasping the basic principles of the issue. If awareness campaigns are going to properly convey the issue of human trafficking, there needs to be an accurate portrayal of potential victims and the types of trafficking. Awareness must be raised regarding the risk for males becoming victims of human trafficking (Bishop et al., 2013). In addition to addressing males as victims, labor trafficking must be depicted as well as sex trafficking (Bishop et al., 2013). It is known that public

perception is based on available media campaigns and portraying inaccurate information will continue to promote false knowledge throughout the community (Nieuwenhuys & Pecoud, 2007).

Finally, media awareness campaigns should not portray the victims as purely helpless (Schloenhard et al., 2012). The message of complete helplessness for victims creates a larger barrier between the audience and victims as the public believes they cannot help a victim (Schloenhard et al., 2012). The barrier is present because the public believes that there are no resources available to victims and therefore their time would be wasted in attempting to join anti-trafficking efforts. It is known that the public perception of trafficking is influenced by the stories published in the media. The use of victim stories to perpetuate the real circumstances of human trafficking may increase the likelihood for public participation in combatting the issue (Bishop et al., 2013). The community may be more willing to participate in anti-trafficking efforts if they feel there is something that they can actually do to help such as donating money or volunteering with a non-profit agency. A survivor of trafficking is someone that could encourage the public because there is a difference in hearing what victims need from someone who was a victim versus hearing the message from someone who has never experience trafficking. Survivors have a place of validity within the community because of their past whereas other people do not. The use of victims in creating campaigns may dispel the myth that females are not the only victims of trafficking as well as the concept that sex trafficking is the only form of human trafficking that the community must be concerned about (Nieuwenhuys & Pecoud, 2007).

In conclusion, the issue of human trafficking continues to expand globally. The United States and Russia both experience high numbers of labor and sex trafficking. These two nations differ in their response to trafficking as the United States has pledged more resources and

government action toward responding to the issue. However, these two nations are not immune from false beliefs that sex trafficking is the only form of human trafficking and that females are the only victims. The influence of the news and media alter the public perception of the issue of human trafficking as well as the scope of the issue within the community. The government response to human trafficking in both the United States and Russia can be linked to an increase in media representations of the presence of trafficking. Overall, the global awareness of human trafficking is increasing and because of this, media campaigns must be aware of the consequences of the methods used to present information to the public regarding this issue.

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