

MARA INSTITUTE OF TECHNOLOGY
SABAH BRANCH

PRINCIPLES AND PRACTICE OF SELLING
MKT 360

INCEST: HONOR THY FATHER, BROTHER

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Thank You,

Your Faithful

INTRODUCTION

Increasing public awareness of Incest and child sexual abuse through media coverage, documentaries, films, studio discussion programmes and setting up of children in the United Kingdom has focused attention on the many children who suffer from the unwanted sexual attention of fathers, mothers, stepfathers, grandfathers, grandmothers, brothers, aunts, uncles, cousins, friends of the family, neighbours or youth leader, as well as other male or female authority figures. Well, publicised cases of child sexual abuse that have been brought to the attention of social services or the courts, including the lengthy inquiry into Cleveland, have ensured that incest and child sexual abuse is kept to the forefront of public consciousness.

The emphasis is on the plight of the children and much of the available resources are being poured into the training of social workers, mental health professional and police to provide effective intervention when sexual is disclosed or reported. Of necessity the priority is on helping those children that are currently being sexually abused. Resources are limited and not all children who have disclosed are provided with the type of support and therapeutic intervention which will ameliorate the possible long term effects associated with the sexual abuse and its disclosure. Although increasing numbers of children appear to be disclosing their abuse, there are probably many more children who do not and, as a consequence of not disclosing, continue to be sexually assaulted.

While this concentration of resources and focus on children is necessary and of fundamental importance, it is sometimes ignored by both professionals and the public

that children who are currently or until relatively recently, being abused will eventually grow up into adults. Those children that have benefited from positive therapeutic intervention may have been able to repair much of the damage resulting from child sexual abuse so that they are able to lead healthy and well adjusted adult lives, but those children who were not provided with positive therapeutic intervention or who never disclosed the secret of their abuse, may remain deeply scarred. The children scars of incest may stay with these children throughout their lives.

The scars of incest and child sexual abuse are often deeply buried, or hidden, and cannot be seen on the surface. They often penetrate deep inside the psyche of child where they have the propensity to influence and direct behaviour both in childhood and adulthood. This often result in destructive behaviour patterns which inhibit the survivor from being able to live a free, mentally healthy or satisfying life. Many survivors feel permanently scarred and damaged by the abuse, and believe themselves to be unable ever to heal from the experiences, much less lead a happy or normal life.