

## THE REPRESENTATION OF VIOLENCE AGAINST WOMEN IN ONLINE MEDIA

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**Abstract:** *This article explores the portrayal of violence against women in online media platforms, focusing on how the coverage affects public perception and awareness. The research analyzes various news outlets and social media platforms to assess whether these portrayals contribute to victim-blaming or awareness-building. The study also evaluates the role of digital journalism in addressing gender-based violence and its impact on both the victims and the audience. By highlighting common patterns and biases in the coverage, the paper calls for more responsible reporting to ensure the safety and dignity of victims.*

**Keywords:** *online media, violence against women, gender-based violence, victim-blaming, public awareness, digital journalism, media bias, responsible reporting.*

**Аннотация:** *В данной статье исследуется, как интернет-СМИ освещают насилие в отношении женщин и каким образом это влияет на восприятие общества и его осведомленность. В работе анализируются различные новостные сайты и социальные сети, чтобы оценить, способствует ли такое освещение обвинению жертв или повышению осведомленности. Также рассматривается роль цифровой журналистики в решении проблемы гендерного насилия и его воздействие на жертв и аудиторию. В статье выявляются общие модели и предвзятость в освещении, подчеркивая важность ответственной подачи информации для защиты жертв.*

**Ключевые слова:** *интернет-СМИ, насилие в отношении женщин, гендерное насилие, обвинение жертвы, общественная осведомленность, цифровая журналистика, медийная предвзятость, ответственное освещение.*

Today, the representation of violence against women in online media has become a serious and widespread topic. Digital journalism and social media are powerful tools in highlighting issues of gender inequality and violence in society. However, some analyses suggest that media coverage of violence against women can be inaccurate or biased, increasing the risk of misperceptions in society.

Content about violence against women in online media and social networks has certain characteristics:

- **Victim-blaming:** Research shows that, in many cases, the media approach violence against women from a victim-blaming perspective, or they invade the personal lives of victims in an unfair manner. This leads to the dangerous trend of victim-blaming (Benedict, 2017).



## MODERN EDUCATIONAL SYSTEM AND INNOVATIVE TEACHING SOLUTIONS

- **Negative Effects:** Some studies highlight the negative effects of reporting violence, particularly its impact on the psychological state of women who have survived such trauma. In this regard, journalistic ethics and approaches need to be reviewed (Lombard, 2020).
- **Positive Changes:** On the other hand, some media outlets have been effective in promoting positive change in the fight against gender inequality. For instance, major publications like BBC have played a strong role in exposing violence against women in recent years. Social media campaigns like the #MeToo movement have had a significant impact as well (Gill & Orgad, 2018).

**Benedict, Helen. *Virgin or Vamp: How the Press Covers Sex Crimes*. Oxford University Press, 2017.** This book discusses how sexual violence cases are covered in the media and how stereotypes related to violence against women are portrayed. Benedict's work highlights the issues of victim-blaming and media stereotypes in reporting violence. **Lombard, Nancy. *The Routledge Handbook of Gender and Violence*. Routledge, 2020.** This book provides a detailed analysis of various forms of gender-based violence and examines the impact of such incidents on the media and social networks. **Gill, Rosalind & Orgad, Shani. *The Confidence Cult(ure)*. Duke University Press, 2018.** This book, especially in the context of the #MeToo movement, focuses on the role of social media and online communities in the fight against violence against women.

#### ***International Organizations Protecting Women's Rights:***

**United Nations Women (UN Women).** UN Women, a branch of the United Nations dedicated to defending women's rights, aims to achieve gender equality and combat violence against women. UN Women conducts programs and campaigns to promote gender equality and women's rights on a global scale. Through initiatives such as the "UNiTE to End Violence against Women" campaign, the organization actively works to fight gender-based violence worldwide. **Amnesty International.** Amnesty International, a global organization dedicated to human rights, works to protect women from violence and discrimination. The organization runs international campaigns to strengthen the protection of women who have suffered violence and sexual assault and ensure fair legal proceedings. Amnesty International's reports and analyses are widely recognized worldwide. **Human Rights Watch (HRW).** Human Rights Watch is one of the largest international organizations working to protect women's rights. It produces reports, articles, and documents on violence against women and discrimination, analyzing legal systems in various countries. HRW also investigates how governments are responding to the protection of women and draws attention to internationally recognized issues. **Equality Now.** Equality Now is an organization focused on protecting women's rights and eliminating gender inequality globally. The organization advocates for legal reforms by analyzing legislation to combat violence against women. Equality Now actively participates in campaigns and legal proceedings aimed at fighting violence.

The general goal of international organizations aimed at preventing violence against women is to reduce and eliminate all forms of violence against women, ensure gender



equality, and protect the rights and freedoms of women. These organizations strive to achieve the following key objectives:

1. **Prevention of Violence:** Taking global measures to combat gender-based violence and eliminating the factors that contribute to it.
2. **Protection of Women's Rights:** Ensuring that women are legally, economically, and socially protected, supporting them, and defending their interests.
3. **Supporting Legal Reforms:** Promoting effective legislation and legal systems in countries to punish and prevent violence.
4. **Raising Awareness:** Increasing public understanding and awareness of gender equality and shaping public opinion against violence towards women.
5. **Providing Support to Victims:** Offering psychological, legal, and economic support to women affected by violence and helping them reintegrate into society.

In general, the primary goal of these organizations is to create a safe and just environment where women can fully realize their rights and freedoms.

Today, the portrayal of violence against women in online media contains both positive and negative aspects. Victim-blaming and stereotype-based reporting still persist, but social media campaigns and journalistic investigations have helped raise public awareness on the subject. Therefore, it is crucial to use online media responsibly and ensure that the information is presented accurately and impartially. In the theoretical analysis of how violence against women is reported, new challenges related to the development of information technologies can also be included. To present this topic scientifically, more evidence and examples based on the mentioned literature should be provided.

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