An Analysis of Domestic Violence in Mass Media & Motion Pictures

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I. Introduction

Mass media have a curious and powerful position of influence within our culture making it a critical component in creating, altering, and/or mimicking current ideologies within society. Motion pictures often incorporate life-like situations or plots into their stories which can contain controversial or taboo topics. One of these situations involves abuse within intimate, adult relationships. Choices made in how the abuse and characters are depicted is called framing. This strategy is a deliberate means of including and excluding certain information and/or details. It is a tactic used to provide the viewer with a carefully “framed” picture.

This analysis reveals the framing choices made in the portrayal of domestic abuse victims, abusers, and the depicted abuse within four popular motion pictures (figure 1). This research also speculates on the subsequent messages and meanings communicated (intentional or not) to audiences.

II. Methods

Rhetorical Criticism

Generative Criticism

focusing on fictionals

focusing on fictional

abusers

abuse

The qualitative research method used in this analysis is derived from rhetorical criticism which examines communication symbols within an object or subject to reveal insights that ideally will aide in understanding and improving human communication. The specific method is generative, allowing for the generation of analysis criteria. That criteria, as shown in figure 2, are framing strategies used within the films.

III. Results

Discovered within this research is a tendency for mass media to frame domestic abuse and violence through the lens of patriarchal hegemony, individualizing the problem, and assigning blame to women. The specific findings related to motion pictures is similar in nature with similar patterns emerging for the characters (figure 3).

The framing of victims reveal:

- women are innocent and vulnerable
- changes herself to appease the abuser
- “it’s the woman’s responsibility to be safe and end the abuse

Fictional abusers are framed as:

- likable villains
- extremely wealthy and/or hold positions of power within the community
- pathological explanations given for abusive behavior, such as alcohol or drug abuse

Framing the depicted abuse:

- escalating harm
- power & control over victim
- emotional manipulation
- stalking (following)
- physical violence
- sexual control
- death

This particular type of analysis is vital in revealing the communication strategies used by media as they depict abuse and the unavoidable effects it has on audiences. Finally, analyzing the communication of a serious, deviant practice like domestic abuse, can assist in directing needed attention to a major social issue and provide a means for people to “see” and discuss what is normally hidden and left unspoken within most cultures.

Figure 1: Motion pictures analyzed

Figure 2: Method and criteria

Figure 3: Framing results

Victims

Abusers

Abuse

Young & Beautiful

Young & Powerful

Predictable Sequence

Naïve & Unsure

Confident & Manipulative

1st

Lack of Self-Control

Psychological

Resist then Submit

Stalking

Pathological Excuses

2nd

Courage to Act

Physical Sexual

3rd

IV. Conclusions