Role of media to stop violence against women

How the mainstream news media report violence against women is significant if levels of violence are to be reduced and ultimately eliminated. Media reporting is an important indicator through which to measure progress towards shifting social and cultural norms that reinforce or challenge the place of violence against women in our society.

News media, especially, is thought to play a critical role in shaping public opinion . The way the news is framed including how individuals and events are portrayed can influence personal, political, policy and social justice responses. While there is increasing emphasis on the potential for media to play a role in the prevention of violence against women, past research suggests the content of news reports frequently misrepresents the issue. For instance, while there are several ways to embed and promote understanding of the social constructions of male perpetrated violence within news coverage (e.g., by acknowledging underlying societal and gender-based factors)

Media had still not played effective roles in minimizing domestic violence against women even, media can play a lead role in the society's fight against violence against women. As media is the eye, ear and limbs of the society they could help a great deal in mitigating violence against women.

The media's role should be to expose and generate awareness against society's ills and evils, therefore their role should be still more effective. The media has to be more aware of violence against women. Even, many women have said that the media coverage (of rape or other violence) was like a second assault all over again, because of their insensitivity in using pictures, publishing names, and other violations of privacy.

News coverage of violence against women has often been sensational, exploitative, and lacking in serious analysis of the prevalence. However, media coverage and depictions of sexual assault and domestic violence have begun to change. Although problems remain there. Media also have a duty to report accurately on acts of violence against women. Although some in the media are to be commended for their ongoing efforts to reflect sensitive, diverse, and egalitarian images, others in the media still incorporate images that convey destructive messages. Still women's bodies are used as objects to sell products. Media should highlight injustices meted out to women by the male dominated society. Media's growing role in highlighting violence against women and stressed the need for creating awareness among the victim women about their rights, so that they could protect themselves.