

Media responsible ethical reporting on violence against women

Dr Zorica Mršević

Institute of Social Sciences, Serbia

The topic of the presentation is the analysis of gender stereotyped media production in Serbia that continuously constructs gender stereotyped female character and, thus, standardizes inadequate media reporting on violence against women. The media are easy to use and maintain stereotyped version of the image they believe is acceptable to the audience, what it wants to see and hear. Such media coverage of violence against women has elements of gender prescriptiveness (apart from factual descriptions). It coincides with the general pattern of the reaction of society to violence to which women were exposed, which involves encouraging female passivity and suffering, with the blessing tolerance of male aggression, possessiv jealous and hegemonic masculinity. The media spread stereotypes about social roles, position, duties, characteristics, women and men to domain of gender-based violence, reducing it, justifying it, making it acceptable within the framework of mythically constructed “good old” patriarchal traditions and culture. And if there is no systematic action against violence against women in public discourse, a large number of cases of

violence are expected to be repeated, which is one of the important messages that most often miss out in the media. The aim of the presentation is to indicate that the media are, among other things, a strong factor of socialization, as well as protector of public interest, which is why reporting on violence against women is an area that requires an increased level of social responsibility. Methodologically, this analysis of media reporting in Serbia in the two-year period, 2015 and 2016, with the necessary additions from 2017 and 2018 related to the most severe forms of this fatal outcome. This is a qualitative analysis, a method that largely supersedes the quantitative research process in social sciences today, particularly in analyzing media practices and styles. It is necessary that any research on media reporting on any subject should be based on a continuous, daily pressclipping during a minimum period of two to three years. The sample of this research was Ebart's clipping within the project "Media Release - Integrated Response to Violence against Women for 2015 and 2016" by key terms: violence against women, domestic violence, gender equality, gender discrimination, sexual violence, women's position, murder of women, perpetrators of violence against women. The total number of pressclipping on violence against women in 2015 was 5761 posts, and in 2016 - 6469 posts. The term post has come to our use as a literal translation of a unit of media publication (that is, everything is a post, a news, an announcement, an article, and a report, each unit). Clipping is the number of posts in one day, or the sum of one time unit (day, month, year, etc.). The narrow thematic criteria (sub-themes) formed on the basis of the methodological model of the previous years, in order to enable comparison with their matching from previously analyzed 14 sub-topics.

Medijski odgovorno etično izveštavanje o nasilju nad ženama

Dr Zorica Mršević

Institut društvenih nauka, Srbija

Predmet izlaganja je analiza rodno stereotipne medijske produkcije u Srbiji, koja kontinuirano konstruiše rodno stereotipan ženski lik i tako standardizuje neadekvatno medijsko izveštavanje o nasilju nad ženama. Mediji olako koriste i održavaju onu stereotipnu verziju predstave za koju veruju da je publici prihvatljiva, kakvu ona želi da vidi i čuje. Takvo medijsko izveštavanje o nasilju nad ženama ima elemente rodne preskriptivnosti (osim činjenične deskripcije). Uklapa se u opšti obrazac reakcije okoline na nasilje kojem su žene bile izložene, a koji sadrži podsticanje ženske pasivnosti i trpljenja, uz blagonaklono tolerisanje muške agresivnosti, ljubomorne posesivnosti i hegemonističkog maskuliniteta. U medijima se šire stereotipi o društvenim ulogama, položaju, dužnostima, karakteristikama žene i muškarca i na domen rodno zasnovanog nasilja čime se ono umanjuje, opravdava, čini prihvatljivim u okvirima mitski konstruisane „stare dobre“ patrijarhalne tradicije i kulture. A ako ne postoji sistemsko delovanje protiv nasilja nad ženama u javnom diskursu, može se očekivati da će veliki broj slučajeva nasilja da se ponavlja, što je jedna od važnih poruka koja najčešće izostaje u medijima. Cilj izlaganja je ukazivanje da su mediji, između ostalog, i snažan faktor socijalizacije, pa i zaštitnici javnih interesa, zbog čega je izveštavanje o nasilju nad ženama oblast koja zahteva povećan stepen društvene odgovornosti. Metodološki, ova analiza medijskog izveštavanja o nasilju nad ženama u Srbiji zasniva se na dvogodišnjem presklippingu, u periodu 2015. i 2016. godine, sa nužnim dodacima iz 2017. i 2018. godine koji se odnose na najteže oblike tog nasilja sa smrtnim ishodom. Ova analiza medijskog izveštavanja o nasilju nad ženama je kvalitativnog tipa, metoda koja danas u društvenim naukama u velikoj meri zamenjuje kvantitativan istraživački postupak. Uzorak obrade ovog istraživanja bio je Ebartov presklipping “Medijske objave - Integrisani odgovor na nasilje nad ženama za 2015. i 2016. godinu” po ključnim pojmovima: nasilje nad ženama,

nasilje u porodici, rodna ravnopravnost, rodna diskriminacija, seksualno nasilje, položaj žena, ubistva žena, počiniooci nasilja nad ženama. Ukupno, prema presklippingu Medijske objave - Integrisani odgovor na nasilje nad ženama u toku 2015. bila je 5761 objava, a 2016. - 6469 objava. Termin objava je došao u našu upotrebu kao bukvalan prevod jedne jedinice medijske objave (dakle sve je objava i vest, i najava, i članak, i izveštaj, svaka jedinica). Klipping je broj objava u jednom danu, odnosno zbir po jednoj vremenskoj jedinici (dan, mesec, godina i slično). Uži tematski kriterijumi (podteme) su formirani na osnovu metodološkog modela prethodnih godina da bi bila omogućena komparacija sa ranije analiziranih 14 podtema.
