

# Making Meaning of the Message:

*Exploring Media and Violence Prevention*



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Prevention Director*

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Training & Prevention  
Specialist*

## **Our time together**

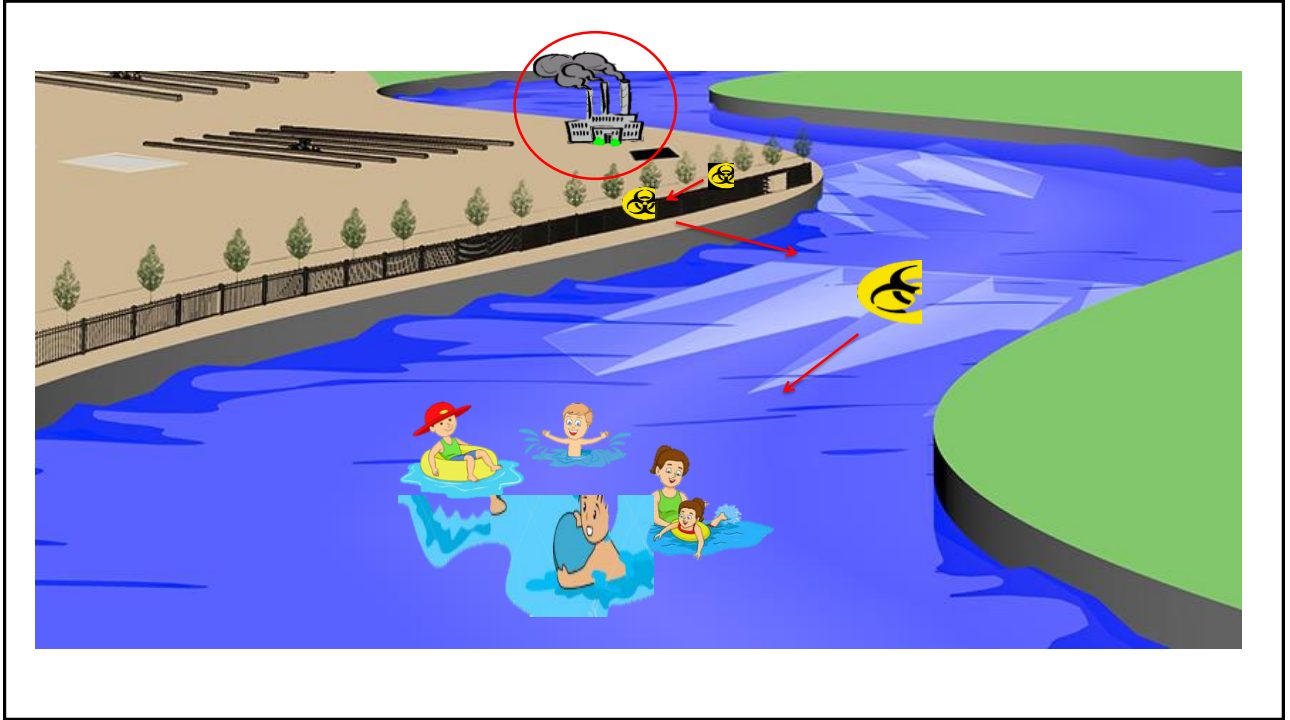
**What we know about preventing TDV**

**Existing strategies**

**Intro to media literacy**

**Media, gender, and violence**

**Deconstruction practice**



## Upstream conditions that contribute to TDV

Harmful relationship norms

Strict, traditional gender roles

Desire for power and control in relationships

Cultural norms that normalize aggression and violence

### Preventing Intimate Partner Violence Across the Lifespan: A Technical Package of Programs, Policies, and Practices

National Center for Injury Prevention and Control  
Division of Violence Prevention

- Teach safe and healthy relationship skills**
  - Social-emotional learning programs for youth
  - Healthy relationship programs for couples
- Engage Influential adults and peers**
  - Men and boys as allies in prevention
  - Bystander empowerment and education
  - Family-based programs
- Disrupt the developmental pathways toward partner violence**
  - Early childhood home visitation
  - Preschool enrichment with family engagement
  - Parenting skill and family relationship programs
  - Treatment for at-risk children, youth, and families
- Create protective environments**
  - Improve school climate and safety
  - Improve organizational policies and workplace climate
  - Modify the physical and social environments of neighborhoods
- Strengthen economic supports for families**
  - Strengthen household financial security
  - Strengthen work-family supports
- Support survivors to increase safety and lessen harms**
  - Victim-centered services
  - Housing programs
  - First responder and civil legal protections
  - Patient-centered approaches
  - Treatment and support for survivors of IPV, including teen dating violence



# Introduction to Media and Media Literacy

Definitions, Techniques, and More



[www.dcadv.org](http://www.dcadv.org)



**What is media? What are some examples?**

# Media:

A means of mass communication



# Media Literacy:

The process of accessing, analyzing, evaluating, and creating media



**Would you  
say you're  
influenced by  
media?**



**Has a TV  
show made  
you laugh? A  
movie made  
you cry?**

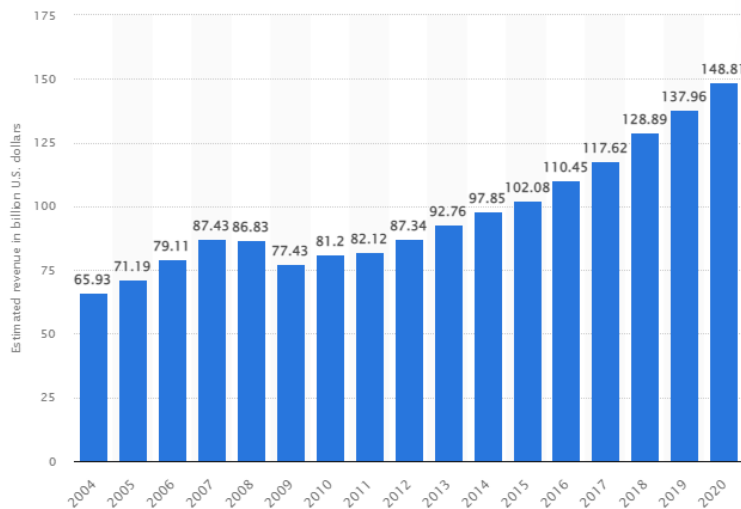
# Media Stats

4,000 - 10,000 ads *per day*

Persuasion techniques

Estimated revenue of \$148.8 billion in 2020

**Estimated aggregate revenue of the advertising, public relations, and related service industry in the United States from 2004 to 2020**  
*(in billion U.S. dollars)*



Source: Statista, 2022



**Examples of  
media that  
have  
influenced  
you**

## **Media Literacy and Gender**

How media increases risk factors



[www.dcadv.org](http://www.dcadv.org)



# Let's talk about gender







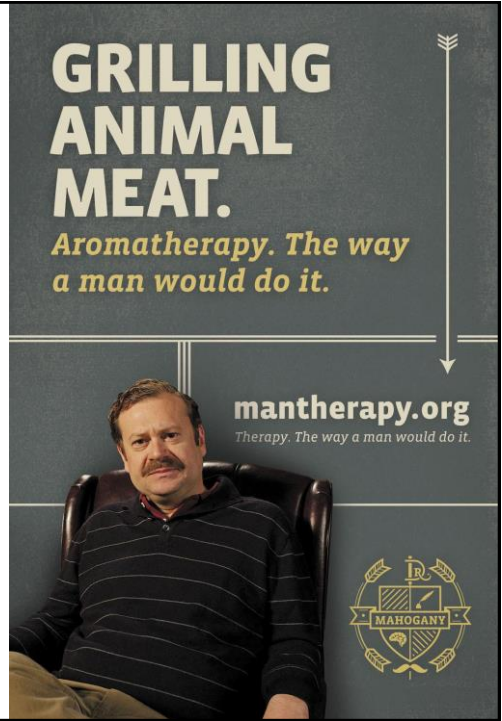




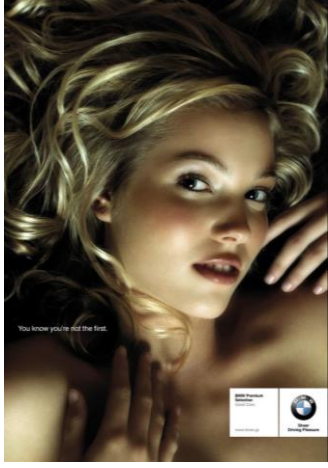
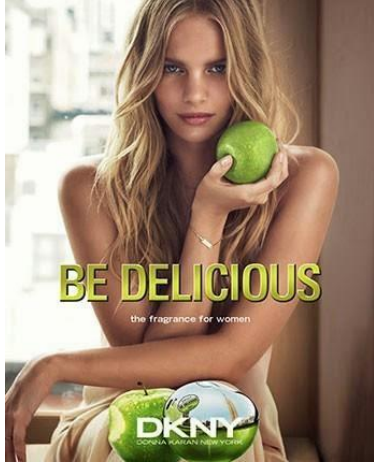
# The link to media



# The link to media



# The link to media



# The link to media



# Gendering Products?



♥ **Scrub Daddy® 3-Count Scrub Mommy® Sponges**

Scrub Daddy Scrub Mommy is a fun colorful sponge you can use when your house is in need of a deep cleaning. ResoFoam absorbs water to create a sudsy lather, and FlexTexture foam adjusts to your water temperature to scrub any mess.

★★★★★ 27 Reviews Write a review

Read all Q&A 1 Question | 5 Answers

**\$9.99**

Free Shipping on Orders Over \$29

ADD TO REGISTRY ADD TO CART



♥ Wedding Registry Favorite **Scrub Daddy® 3-Piece Color Sponges Set**

Perfect for all cleaning tasks, the Scrub Daddy Color Sponges feature three different colored sponges that clean easily and won't hold any debris. These sponges will not scratch any type of surface and rinse clean so it will not retain any foul odors.

★★★★★ 154 Reviews Write a review

Read all Q&A 3 Questions | 15 Answers

**\$9.99**

Free Shipping on Orders Over \$29

ADD TO REGISTRY ADD TO CART

HOW DO YOU WANT YOUR ORDER?

Shipping Usually Ships in 24 Hours Details & Costs

Store Pickup Hamilton Store Reserve Now

SHOP ALL SHARK TANK

HOW DO YOU WANT YOUR ORDER?

Shipping Usually Ships in 24 Hours

Store Pickup Hamilton Store

Always the perfect accessory

BIC For Her™ pens and pencils allow you to add a touch of personality and a pop of color to your day with beautifully smooth writing and bold, trendy designs.

BIC. Expression is the point.

**CHECK OUT THE WINNERS** from the People Magazine BIC For Her™ "Her A-List Accessory" contest and how they accessorize!

**AVIONNE**  
Bold, chunky jewelry adds a little pop to an outfit.

**JUANETTE**  
Add a skinny belt to a sophisticated pencil skirt to accessorize!

**RACHEL**  
Even your hand-held accessories can add flair to a simple but chic dress!

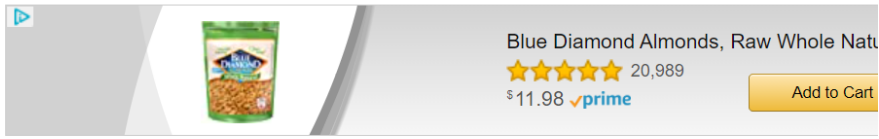
**CENYA**  
Fun and flirty patterns go great with bold accent colors!

**BIC** More for your money...Always!



THE CUT

STYLE | SELF



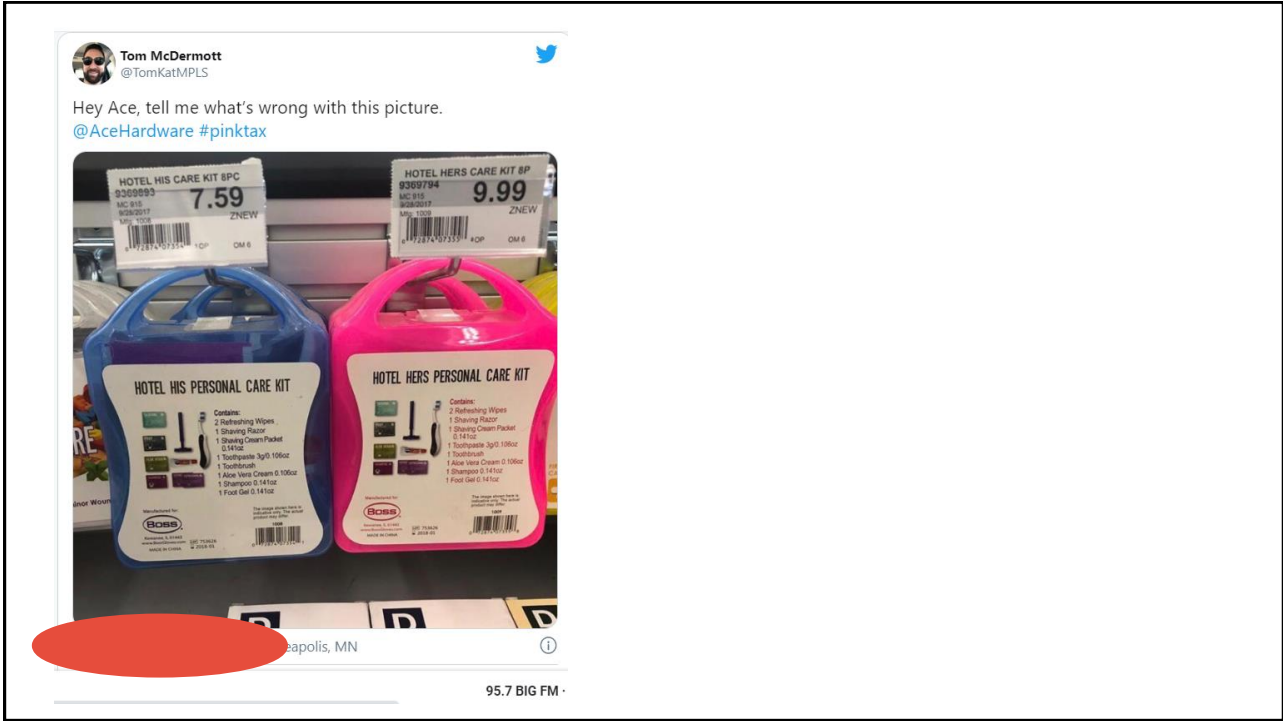
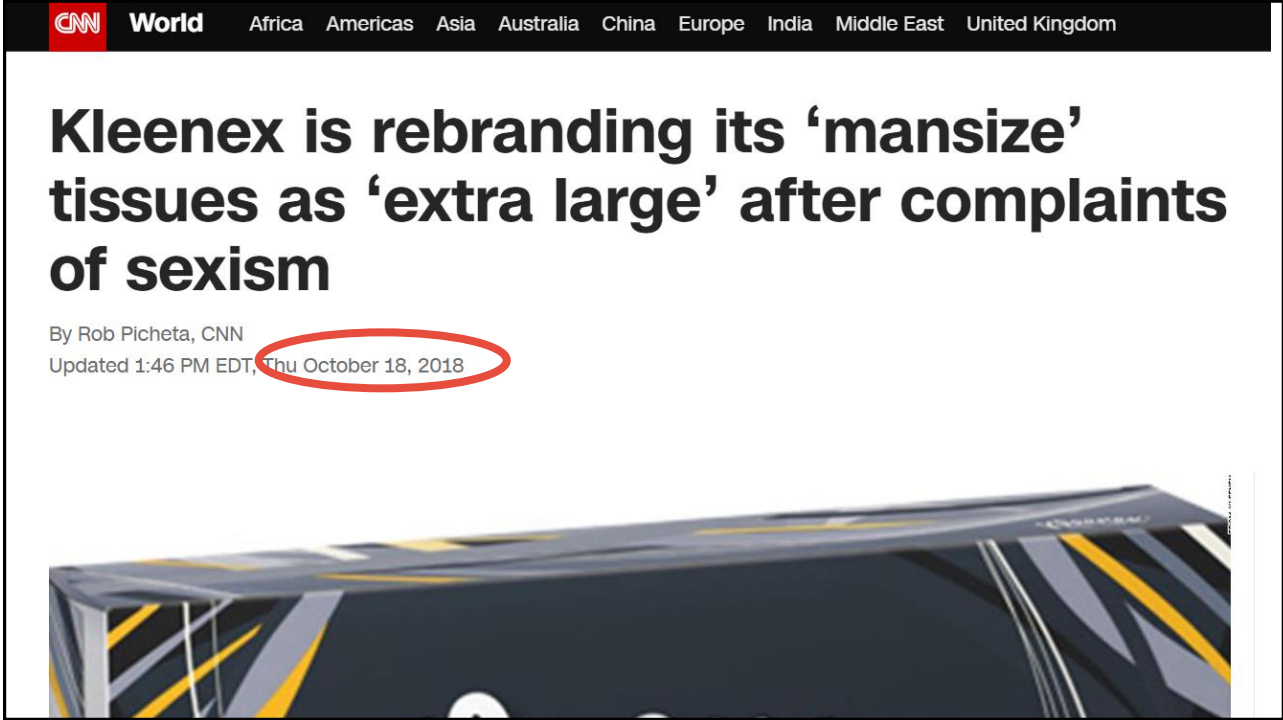
BAD CAMPAIGN | AUG. 11, 2015

# BIC Apologizes for Sexist Ad

By Allison P. Davis

The Latest Women's Design: Soft





Tom McDermott  
@TomKatMPLS

Hey Ace, tell me what's wrong with this picture.  
[@AceHardware #pinktax](#)

9:34 PM · Aug 12, 2018 from Minneapolis, MN

95.7 BIG FM


# C'mon ACE Hardware! !

MARINER

MARINER

PHOTOGRAPHY MILAN von BRUNN


tchPro NEWS BRANDS RETAILERS GALLERIES OPINION EXHIBITIONS ADVERTISE CONTACT



## Mariner Watches apologizes for offensive and distasteful advertising

◇ AMERICA/LEAD STORY/NEWS by ROB CORDR on MARCH 5, 2019

f FACEBOOK    t TWITTER    in LINKEDIN





**Like, why?**

neurodivergent\_bussy  
Berlin, Germany

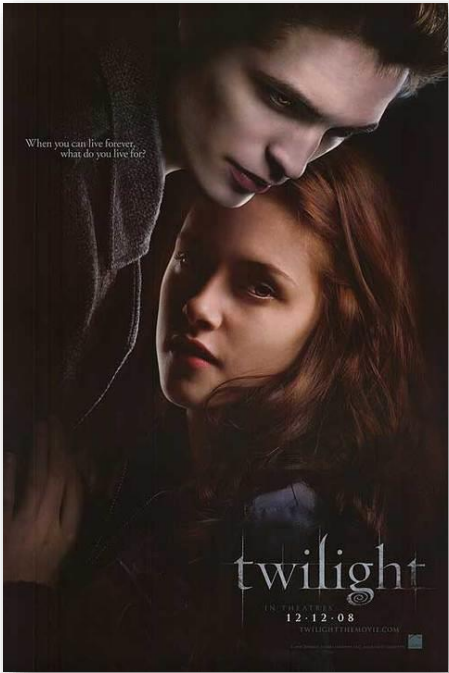
5/9

<https://shorthairmodels.com> › non-b...

15 Fresh **Non Binary** Haircuts for Women in 2022 | Short Hair Models

17 Sept 2021 – Non binary haircuts are designed for modern women, whose idea of femininity is not limited to the stereotype of the attractiveness and ...

# How Violence Shows Up in the Media

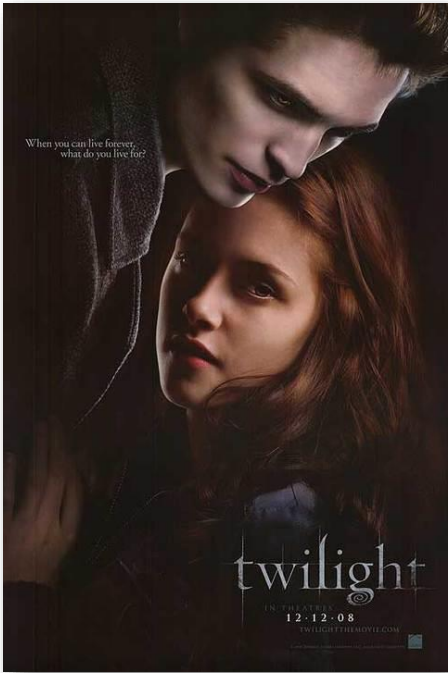


# Twilight

Young adult fantasy series turned cultural phenomenon



[www.dcadv.org](http://www.dcadv.org)



## Twilight

Young adult fantasy series turned cultural phenomenon

Harmful relationship norms

Framed as protective and romantic



## 50 Shades of Gray

Twilight fanfiction turned adult cultural phenomenon

Harmful relationship norms

*\*Note: Not talking about  
BDSM*

Framed as romantic and protective

The screenshot shows a social media interface. On the left, there is a vertical list of names: 'Ki' (partially visible), '27.', and '28.' (partially visible). The main content area contains two posts. The first post is from a user whose name is redacted with a black bar, dated '6 days ago'. It includes a small profile picture of a person and the text: 'At first I was pretty certain this was all publicity bull[redacted] but this is actually getting creepy AF now. I just wish Kanye had some people around him who weren't simply there to make money from him. But I am pretty sure he got rid of all of those people a long time ago.' Below the text are icons for upvote, downvote, and a 'Share' button. The second post is from another user with a redacted name, dated '5 days ago'. It includes a small profile picture of a black cat and the text: 'It makes me feel sorry for Kim Kardashian and that's something I thought couldn't happen.' Below this text are also upvote, downvote, and 'Share' icons. On the right side of the screenshot, there are some partially visible elements including 'pn', 'to', and 'le'.

# Deconstruction

Being active consumers of media





## Deconstruction Skills

What's being sold or promoted?

Who is the target audience?

Who created this message?

What's the underlying message?

*Bonus: How does this reinforce the gender boxes/binary?*

## Practice

What are they selling/promoting?

*Pop Chips*

Who is the target audience?

*No specific gender? People who want to eat "foods that are bad for you"*

What is the underlying message?

*Insinuating plastic surgery (or lack thereof)*

*Bonus: How does this reinforce gender boxes?*



# Let's deconstruct...

What are they selling/promoting?

Who is the target audience?

What is the underlying message?

How does this reinforce gender boxes?



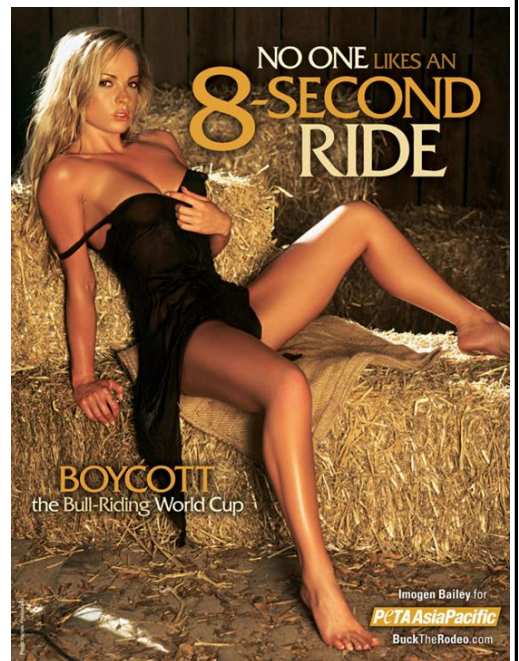
# Let's deconstruct...

What are they selling/promoting?

Who is the target audience?

What is the underlying message?

How does this reinforce gender boxes?





**February is Teen Dating  
Violence Awareness &  
Prevention Month**

 This is a screenshot of the REAL Relationships website homepage. The layout features a navigation bar at the top with links for Home, About Us, Programs, Get Help (with a dropdown arrow), and Contact. The main content area has an orange background on the left side with the text: "Making relationships REAL is part of growing up." followed by "You deserve Acceptance." in large white font. On the right side, there is a photograph of two young women smiling and talking. At the bottom, a white banner contains the website URL: <https://realrelationshipsde.org/> in purple text.



The illustration features a light blue to purple gradient background. Large white text reads "ME + YOU =". A person sits on the letter 'E', another person is on the floor with a laptop, a man and woman stand near the plus sign, and a woman sits on the letter 'U'. Speech bubbles are around the people.

<https://safeandrespectful.org/delaware-teen-relationship-resources/>

## National Resources



### Love Is Respect

- Text LOVEIS to 22522
- Call 1-866-331-9474



### myPlan

- Available for Apple, Android, and online
- Visit [myplanapp.org](http://myplanapp.org)

