

Impact of Mass Media on Anti-Domestic Violence Among Chinese Women

Longbin Qiu *

Sophia University, Tokyo, Japan

* Corresponding author: Longbin Qiu

Abstract: The emergence and development of mass media have brought the issue of domestic violence, which is of widespread concern in the international community, increasingly into the public eye through television, the Internet, and other media platforms. Consequently, the role of constructing public opinion has become increasingly prominent. The study adopts a gender studies perspective to analyze the primary female victims of domestic violence. Utilizing a questionnaire survey method, it examines the influence of mass media technology on Chinese women's resistance to domestic violence. The study concludes that news reports in the mass media shape public attitudes toward domestic violence. Although the frequency of media consumption has a relatively minor effect on public perceptions of violence, the content and narrative angles presented in media reports significantly impact audience cognition. Furthermore, news reporting by mass media plays a constructive role in supporting women in their struggle against domestic violence.

Keywords: Mass Media; Anti-Domestic Violence; Female Gender Awareness.

1. Introduction

In recent years, we can always learn about domestic violence in news reports or social events, which mostly occur between husband and wife life, and they are mostly female victims. According to the latest data released in the United States, more than a third of women (35.6%) and more than a quarter of men (28.5%) have experienced rape, physical violence, or being followed by intimate partners in romantic relationships (Black et al., 2011) [1]. The US judiciary has also noted that victims often hesitate to report domestic violence; nearly half of the violence goes unreported and resolved (Durose et al., 2005) [2]. In 2020, the China Women's Federation's latest sampling survey also showed that about 80 million families in China 200 million families have experienced different degrees of domestic violence, in the study of the public, 16% of women were admitted by spouse, 14% of men admitted that beat their spouse, and this is just for physical abuse statistics, the spiritual and spiritual violence will be more. Data show that about 20% of families nationwide have domestic violence that violates personal rights., and women who are in a weak position in the violence live a life of painful struggle and fear all the time. Domestic violence against women is a global phenomenon that transcends national boundaries and exists in cultures and societies around the world (Albana, 2017) [3].

A deep understanding of domestic violence can help us recognize crises, identify victims at risk, and make a positive contribution to preventing violence in our own lives. But how do we understand and know about such a sensitive topic as domestic violence, which is even considered taboo in some places? The development of mass media technology has provided us with new channels of information, and the ugly truth about domestic violence is no longer hidden. In his study, Dakroury points out that the media and culture are interrelated and can influence the cultural perceptions and practices of both producers and consumers. Although the main function of the mass media is to inform or entertain the public, it is always inevitably linked to corporate interests. To attract more

viewers and make profits, media companies often report false information or fictitious stories (Dakroury, Aliaa, 2014) [4]. A study by Ekweonu, C. L. found that as domestic violence increases, the coverage of domestic violence in the Nigerian media decreases. This is because the media does not see the need and commercial value of reporting on domestic violence, hence this neglect of domestic violence also further contributes to the incidence of victimization (Ekweonu, C. L., 2020) [5]. The professionalism of media practitioners also influences the content of news reports. In the study "A Study of Media Coverage of Domestic Violence - The Case of Li Yang's Domestic Violence", Guo Zhuoya (2013) analyzed the news coverage of Li Yang's domestic violence case from a gender perspective and found that some news practitioners lacked good professionalism, which led to a lack of professionalism in the media [6].

Not only news reports but also the content of movies can have an impact on the ideology of the audience. An analysis of domestic violence plots in films reveals that the characters are often characterized by homogeneity. Victims are mostly young, beautiful, and naïve. The abusers, on the other hand, are characterized as young, healthy, handsome, possessing great wealth, or in a position of authority. This type of characterization can distort viewers' perceptions of domestic violence and can perpetuate stereotypes that only certain groups of people are victims or abusers of domestic violence. Whereas anyone can face domestic violence, and it is a phenomenon that we should all pay attention to and try to fight and resist (Delcambre, R. L., 2016) [7]. As for the link between media and audience action, a study on the impact of media violence propaganda on violent behavior in the United States shows that there is no one-to-one absolute causality between them, and many factors influence the rate of violence, but long-term propaganda on violence will inevitably have an impact on people's aggressive behavior. Based on this conclusion, Yan Ting and Chen Da (2006) pointed out that the influence of the mass media can be utilized to help prevent and combat social violence through correct guidance and publicity on domestic violence [8].

By combing and integrating the existing literature, I found that although scholars have already concluded in their studies that the information dissemination function of the mass media is of some significance in preventing and combating domestic violence incidents. However, their conclusions are more based on empirical analyses after interpreting the content of news reports, lack of data support, and do not focus on the fight against domestic violence in women's groups. To better verify the influence of mass media on women's fight against domestic violence, this paper will adopt the research method of a questionnaire survey to conduct empirical research on the collected data and specifically analyze the relationship between media communication and women's fight against domestic violence, to give full play to the role of the media in promoting gender affirmation and reducing the occurrence of domestic violence.

2. Methodology and Procedure

2.1. Research Hypothesis

In the late 1960s, Gerbner put forward the "Cultivation Theory" in the process of exploring and analyzing the violence and crime problems in American society, and he believed that because of the tendency of the communication media, the "symbolic reality" created by it would depict a "subjective reality" in the minds of the audience that deviated greatly from the actual objective, and thus constrained and influenced people's view of the world. Accompanied by the rapid development of mass media technology, microblogging, jittering, and other information dissemination media are endless, everyone is a news messenger, in the complex media world, positive and objective event reports will present us with the truth of society, to establish the correct value of the wind vane; and the false, hypocritical and speculative reports will inevitably lead the audience into the "virtual environment" deliberately created by the media, so that they are blinded, deceived, and unable to see the real face of the event, and then form distorted and radical ideological concepts, and even produce negative views of society. Domestic violence, as a widespread social problem in China, attracts a large number of media reports every time an injury occurs. As one of the main victims of female groups, if we can make full use of the advantages of mass media technology in the context of the development of new technologies, it will become an effective means to help fight for their interests and resist domestic violence. Based on this, this paper explores the influence of the media on people's awareness of domestic violence under different conditions from the perspective of the mass media and public perception and further analyzes the feasibility of using the mass media to help Chinese women fight against domestic violence.

This paper proposes the following research hypotheses:

H1: Public attitudes toward domestic violence will be influenced by news reports in the mass media.

H2: The frequency of media use has an impact on public perceptions about violence.

H3: Mass media news reports have a positive effect on helping women fight against domestic violence.

2.2. Research Methods

This study employs a combination of literature review and questionnaire survey methods.

In the literature review, relevant literature on mass media and women's gender consciousness, as well as domestic

violence in the context of new technological developments, were collected and analyzed. This process provided insights into the development background and current state of gender issues, the women's liberation movement, and anti-domestic violence activities. It also helped clarify the research questions, guiding the subsequent project design and the overall direction of this paper.

Building on the literature review, the study utilized a questionnaire survey to collect the necessary data. For the audience cognition survey, a five-point Likert scale was used, where options 1, 2, 3, 4, and 5 corresponded to "strongly agree, agree, neutral, disagree, and strongly disagree," respectively. After designing the questionnaire, 20 paper-based questionnaires were initially distributed for a pilot survey. Issues that caused ambiguity or severely affected the survey experience were identified and corrected. The final version of the questionnaire was distributed via convenience sampling on Wenjuanxing. Between September 16, 2023, and September 26, 2023, a total of 181 questionnaires were collected. After filtering out invalid responses (including incomplete submissions or those with uniform answer patterns), 167 valid questionnaires remained, yielding a response rate of 92.27%.

3. Data Analysis and Results

3.1. The Impact of Media Reports on Public Attitudes Towards Domestic Violence

3.1.1. Gender Differences and The Influence of Media Coverage on Public Attitudes

According to the survey results, 69% of men and 62% of women agree that media professionals' gender consciousness influences the content and stance of news related to domestic violence. This suggests that people view discourse as a form of power, where media professionals use mass media to convey their gender perspectives. It also indicates that gender is an important issue that urgently requires societal attention.

Regarding the question of whether media reports on domestic violence contain content that vilifies or discriminates against women, the survey shows that 24% of men and 31% of women believe such phenomena exist, indicating a relatively small proportion. This suggests that mass media has generally maintained objectivity and authenticity in reporting on domestic violence incidents without intentionally demeaning women.

The survey also reveals that more than half (53%) of women believe that media reports on domestic violence deliberately expose the physical injuries of victims to attract attention, while a relatively smaller proportion of men (41%) share this view. Victims of domestic violence can be women, men, children, or the elderly. However, cases of women suffering from domestic violence garner more public attention and are indeed more prevalent in real life. Moreover, as mass media has evolved, it has become increasingly common for various media outlets to use female body parts to attract attention in information dissemination. Consequently, women are more sensitive to such news reports. The public's value orientation influences the content choices of media reports; when society no longer excessively focuses on violence, gore, and pornography, the media will reduce the use of violent or sensitive information to attract attention, and the phenomenon of the "violence hypothesis" will become less imitated by the public.

When investigating audience perceptions of perpetrators in

domestic violence reports, 41% of men and 47% of women agree that there is a tendency in media coverage to downplay or avoid addressing the crimes of perpetrators. This indicates that while media reports are generally objective, some information may be biased due to the subjective stance of media professionals, potentially misleading the audience into believing that society tends to be lenient or indulgent toward violent incidents.

When asked about the impact of media coverage on public opinion, 76% of men and 82% of women believe that the angle and stance of media reports on domestic violence play a role in guiding public opinion. This finding aligns with the principles of the "cultivation theory" mentioned earlier, where the "symbolic reality" created by media influences and constrains people's perceptions. Additionally, as information spreads widely, groups tend to follow the "facts" presented by news events, gradually losing their ability to make independent judgments and becoming more conformist. As a result, public views and attitudes towards domestic violence are influenced by the content presented in media reports.

3.1.2. Age Differences and The Influence of Media Coverage on Public Attitudes

Individuals at different stages of life exhibit varying attitudes toward domestic violence, influenced by media coverage. Among middle-aged and older adults (41-60 years old), only half agree with the view that "media professionals' gender consciousness influences the content and stance of news reports on domestic violence," while 64% of adolescents and 70% of young adults agree with this statement. Younger populations are more likely to access a broader range of information. Consequently, they encounter more reports on domestic violence and develop their judgments and perceptions of diverse, differently positioned statements. Therefore, the younger age groups show a higher level of agreement on this issue. Although middle-aged and older adults show lower support for this view, it still reaches 50%. Considering the underrepresentation of women in leadership positions within the media industry, it is evident that men hold more significant power over discourse in media work. As a result, patriarchal tendencies in news reporting are not uncommon, making it easy for public opinion to be influenced and potentially leading to conflicts of interest between men and women, thereby hindering the promotion and implementation of gender equality.

And for the statement "media coverage of domestic violence includes content that vilifies or discriminates against women," young people and middle-aged adults show low levels of agreement, at 29% and 5%, respectively. In contrast, 42% of young adults support this view, although this is still less than half. This indicates that most respondents recognize the objectivity and authenticity of media coverage, with only a minority perceiving discrimination, leading to dissatisfaction among some viewers.

Survey results indicate that younger individuals are more likely to agree with the statement that "media reports on domestic violence deliberately expose the physical injuries of female victims to attract attention." This also suggests that younger people are more interested in content that stimulates their perceptions, which, over time, may lead to a preference for violence when browsing information and could potentially

incite violent behavior.

In terms of media coverage of domestic violence, more young adults, compared to older adults and adolescents, believe that there is a tendency to downplay or avoid addressing the crimes of perpetrators. As discussed in previous similar analyses, the subjective value orientations of some media professionals may result in reporting that fails to present an event equally from a gender perspective, thus influencing the audience's value judgments through the widespread dissemination of biased content.

The survey also found that, regardless of age, respondents across all age groups believe that "the angle and stance of media coverage of domestic violence have the potential to guide public opinion." With the proliferation of the internet and the advancement of mass media technology, everyone can now become a news publisher, and the concept of "freedom of speech" in the online world has brought the term "cyber violence" into the spotlight. A report or comment with clear bias, exaggerated content, or even distorted facts can trigger a significant backlash online. If the truth is not promptly restored or if viewers lose their ability to make independent judgments, public opinion may become one-sided, condemning the so-called "villain" and sympathizing with the "victim" in the event. This highlights the influence of news reporting's stance and attitude on audience perception and public opinion. In presenting the content of domestic violence incidents, if media professionals or information disseminators exhibit strong subjective emotions, distort the facts, or forcibly "criminalize" the victim, these actions can manipulate the audience's value judgments, cause secondary harm to the victim, and exacerbate the violence.

3.2. The Impact of the Frequency of Media Use on The Public's Awareness of Violent Events

Due to the focus of this study on the impact of mass media on women in the context of domestic violence, the researcher clarified in the questionnaire design that the concept of "domestic violence" implicitly assumes the victim to be female. Consequently, the subsequent analysis will be based solely on instances where women are the victims of violence.

3.2.1. Descriptive Statistics

Upon analyzing the statistical data (Table 1), we found that the mean values for the statements "I don't think my husband's impulsive violence can be forgiven" and "I do not believe that 'domestic violence is a trivial matter'" are both less than 3. This indicates that the majority of respondents hold negative views toward male perpetrators, aligning with the common media narrative that condemns and criticizes abusers. For the dimensions "I do not believe that the wife is always at fault first", "I do not believe that it is shameful for a wife to be beaten", and "I do not believe that victims of domestic violence should remain silent" the mean values are also less than 3. This suggests that the audience generally expresses care and sympathy towards female victims, consistent with the protective narrative often found in media reports concerning vulnerable groups. These findings demonstrate that media content influences public perception of violence-related incidents.

Table 1. Statistics of domestic violence N=167

	N	mean	standard deviations
I don't think my husband's impulsive violence can be forgiven	167	1.78	1.242
I don't believe that domestic violence is a trivial matter	167	2.08	1.607
I don't believe that the wife is always at fault first	167	1.90	0.995
I don't believe that it is shameful for a wife to be beaten	167	2.65	1.560
I don't believe that victims of domestic violence should remain silent	167	2.27	1.566
Number of valid cases (in a column)	167		

The degree of dispersion in the dataset is primarily determined by examining the standard deviation; the larger the standard deviation, the greater the dispersion, indicating a higher level of disagreement among respondents on the issue. By analyzing the data in Table 1, found that the standard deviation for four questions within this dimension exceeds 1. This suggests significant differences in respondents' attitudes toward male perpetrators and female victims. Given the varying age groups, social classes, and gender of the survey participants, it is expected that their perspectives on these issues would differ accordingly.

3.2.2. Correlation Analysis

In the process of media usage, aside from content, the frequency of information browsing can also influence our

attitudes toward events to a certain extent. Generally, the more frequently content appears, the more it reinforces our memory of the related information. After analyzing the impact of media content on audience perceptions, we conducted a Pearson correlation analysis to further explore the relationship between media usage frequency and public perceptions of domestic violence.

To make the tabular data presentation clearer, we numbered the questions "I don't think my husband's impulsive violence can be forgiven", "I do not believe that 'domestic violence is a trivial matter'", "I do not believe that the wife is always at fault first", "I do not believe that it is shameful for a wife to be beaten", "I do not believe that victims of domestic violence should remain silent" as Question A, Question B, Question C, Question D and Question E.

Table 2. Analysis of the correlation between the frequency of media use and the public perception of domestic violence

	Question A	Question B	Question C	Question D	Question E	Frequency of media usage
Question A	1	0.549**	0.271**	0.417**	0.433**	0.113
Question B		1	0.287**	0.262**	0.305**	0.101
Question C			1	0.191*	0.102	-0.013
Question D				1	0.486**	0.192*
Question E					1	0.173*
Frequency of media usage						1

** Represents a significant correlation at level 0.01 (two-tailed)

* Represents a significant correlation at the 0.05 level (two-tailed)

The data processing results in Table 2 show that the absolute values of r are quite small, none exceeding 0.2, and the r-value for the dimension "I do not believe that the wife is always at fault first" is negative. This indicates no significant correlation between the frequency of media usage by the respondents and the five selected questions in Table 2.

According to the research by Lü Xiafei (2018), correlation analysis on public perceptions of perpetrators of domestic violence, victims of domestic violence, and biases in media reporting led to the conclusion that there is a strong positive correlation between media usage frequency and audience attitudes. A subsequent univariate regression analysis confirmed that the frequency of media usage significantly influences audience perceptions of domestic violence [9]. However, in contrast to previous scholarly conclusions, the correlation analysis in Table 2 of this study found no significant correlation between media usage frequency and public perceptions of domestic violence incidents. Based on this finding, the study conducted a stratified differential analysis of the survey data to explore the reasons for the lack of correlation between "media usage frequency" and "public

perceptions of violent incidents." The data was statistically analyzed by gender and household registration differences.

The survey revealed that most respondents have a correct understanding of the situation where women experience domestic violence. They believe that a husband's violent behavior towards his wife is wrong and should be stopped or even punished. They also reject the idea that being beaten is shameful for women and oppose the notion that domestic violence is a private matter that should be met with silence.

However, the study also found that some respondents still hold extreme, outdated misconceptions. They consider a husband's "discipline" of his wife as a trivial matter, believe that domestic violence is a private family issue that doesn't require intervention, and place blame on women for violent incidents, even suggesting that women should remain silent after being harmed.

While mass media plays a significant role in guiding public opinion and disseminating information, it still falls short of achieving the desired warning effect in the face of deeply entrenched gender inequality. Additionally, some media platforms continue to present distorted and untrue content,

hindering the formation of correct and equal gender awareness.

To provide a clearer visualization of the differing attitudes toward domestic violence among various groups, we

calculated the number of respondents who gave negative answers to questions from A to E (which can be roughly interpreted as holding permissive attitudes toward domestic violence).

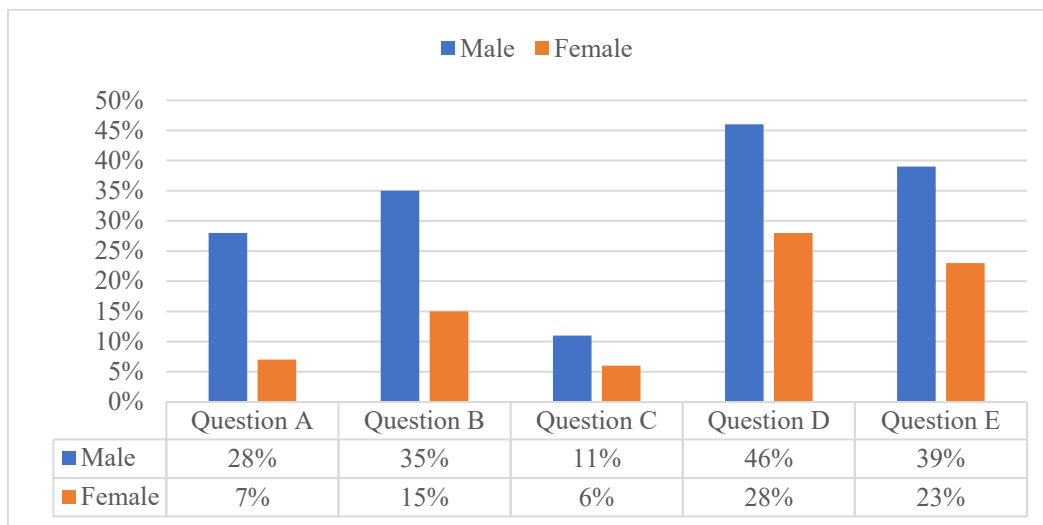


Figure 1. Gender differences and cognitive biases towards domestic violence

According to Figure 1, a greater proportion of men, compared to women, expressed disagreement with the statements provided. This result may be attributed to the fact that the questions were framed with the assumption that women are the victims of domestic violence, making it difficult for some male respondents to empathize. As a result, they may have responded based on their perspectives. Additionally, the presence of "male chauvinism" among some respondents may have led them to oppose these descriptions.

The survey results also highlight the persistence of gender inequality in society, where the notion of "male superiority and female inferiority" remains prevalent. The historical dominance of "male authority" has led many men to cling to outdated and feudal beliefs, even in today's modern society. These men may view women as inferior, expect absolute obedience from their wives, and consider violence a normal form of "discipline." Such ignorant and regressive attitudes urgently need to be addressed. Only by fostering correct and

healthy gender equality among men—especially those who are husbands and fathers—and eliminating ingrained stereotypes, can we fundamentally reduce the occurrence of male-perpetrated violence.

When designing the survey questions related to domestic violence, we assumed that women, as the "victims," would be more likely to advocate for their rights, reject male violence, and criticize male perpetrators. However, as shown in Figure 1, the actual results reveal that some female respondents believe that husbands who beat their wives should be forgiven; that domestic violence is a minor issue that does not require intervention; and even that their own mistakes justified their husband's violence, leading them to feel ashamed after being beaten.

To better analyze this segment of the female population, the researcher further organized the data based on differences in household registration, resulting in the following figure.

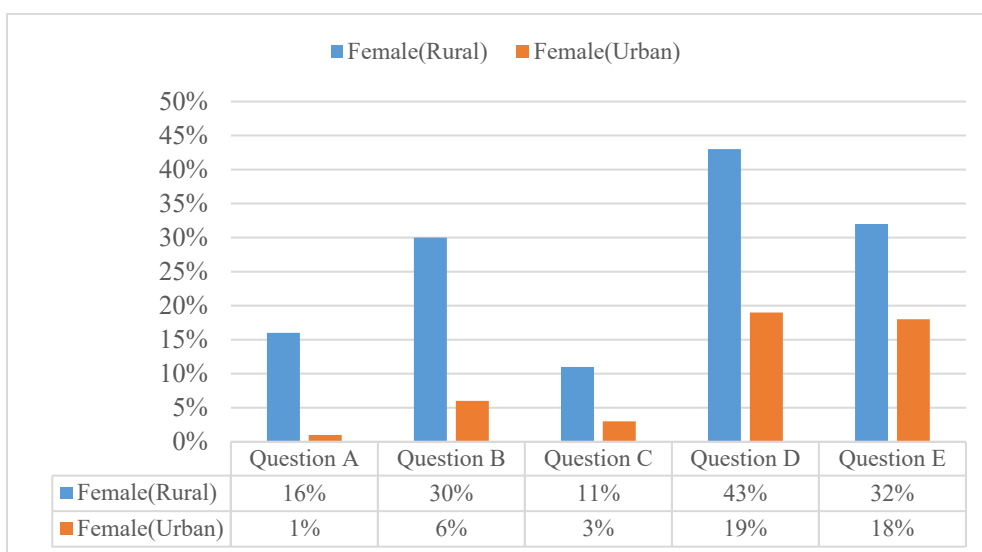


Figure 2. Differences in household registration and women's cognitive bias towards domestic violence

Based on the statistical results presented in Figure 2, the

researcher found that among respondents who held opposing

attitudes toward the questionnaire descriptions and exhibited cognitive biases regarding incidents of domestic violence, the proportion of rural women was significantly higher than that of urban women.

In light of this, the researcher believes that, compared to urban areas, rural regions have lower levels of economic development and cultural dissemination, which leads to a lag in understanding and recognizing new ideas and concepts. In rural families, the phenomenon of "male dominance and female inferiority" is also more pronounced. Men are often the main labor force and economic backbone of the household, while women typically engage in lighter work or become homemakers. This kind of family structure, where men dominate external affairs and women manage internal ones, has gradually blurred the value orientation of some rural women, leading them to lose their voice in gender relations. The severe "mother-in-law and daughter-in-law conflicts" in some rural families further contribute to making women timid, weak, and submissive. Due to a lack of education and guidance on knowledge related to anti-domestic violence, most women, considering the well-being of their children and fearing gossip, do not speak out even when subjected to violence by their husbands. Many of them choose to endure in silence, constrained by feudal and outdated cultural notions within the confines of their unhappy domestic lives.

Additionally, the study also noted that for questions D and E ("I do not believe that it is shameful for a wife to be beaten", and "I do not believe that victims of domestic violence should remain silent"), a significant number of both rural and urban women expressed opposition. This reflects that a considerable portion of the female population believes that "being subjected to domestic violence is a shameful matter." This phenomenon is closely related to the stereotypes that society has historically imposed on women, such as "modesty, grace, and restraint." Due to fear of judgment and criticism from others and a reluctance to stand out, many women are compelled to walk into the "prison" created by their social environment. In this space, even when they face unfair treatment, they endure it in silence, all to reinforce their image as gentle and kind.

3.2.3. Summary

Based on the above analysis, the researcher concludes that there is no significant correlation between media usage frequency and public perceptions of violent incidents; the frequency of media use does not have a substantial impact on the formation of audience attitudes. On the contrary, as shown in Table 1, which provides statistics on audience perceptions, it is evident that the public's views on domestic violence incidents are consistent with the content frames presented by the media. This suggests that during media use, the content conveyed by news reports significantly influences users' cognitive perceptions.

In present time, most people frequently use media to obtain information and browse news. However, despite similar media usage frequencies, individuals' perspectives and attitudes toward events vary greatly. The influence of mass media on individual opinions mainly stems from the differences in the media content received by different individuals. Moreover, the data analysis indicates that there are group differences in how mass media influences public perceptions of domestic violence. For instance, due to the influence of concepts such as "male dominance," "machismo," and "men should be strong and brave," some men have a weaker sense of gender equality, resulting in less

influence of media usage frequency on their perceptions of domestic violence compared to women. Similarly, rural women, due to lower levels of education, limited ability to accept new ideas, and the constraints of traditional and outdated marriage systems, are less influenced by media usage frequency in their perceptions of domestic violence compared to urban women.

Based on the analytical and argumentative results, if we aim to use mass media technology to advocate for women's rights, raise their voices in the anti-domestic violence movement, and promote gender equality and harmony, the most effective approach is to improve the quality of media content, establish a correct direction of public opinion, and actively promote positive energy. Merely increasing publicity, exposing violent incidents, and distorting facts to align with market interests, emphasizing quantity over quality, may temporarily attract significant attention and clicks from the media. However, such practices undermine the foundation of social stability and harmonious development, fostering negative trends of gender conflict and exacerbating the prevalence of domestic violence incidents.

3.3. The Role of the Mass Media in Helping Women to Resist Domestic Violence

Based on the previous discussion, we have already concluded that "public attitudes toward domestic violence can be influenced by the media" and that "media usage, particularly media content, has a significant impact on public perceptions of violent incidents." To further explore the practical role of mass media in combating domestic violence and whether it can provide substantial protection for victims, especially women—we analyzed the collected survey results to test the hypothesis that "Mass media has a positive impact in helping women resist domestic violence."

The statistical results presented in Table 3 indicate that more than half of the respondents believe that magazines targeting women play a guiding role in shaping women's correct self-awareness. Additionally, nearly 70% of respondents acknowledged the significant role that women's protection websites play in advocating for women's rights. This suggests that female-centric media has garnered recognition from the majority of the public and has had a substantial impact. However, we also observed that some respondents expressed a lack of interest, or even skepticism and negative attitudes toward the effectiveness of such media. A gender-based cross-analysis revealed that nearly half of the male respondents were not supportive of these media. These findings present new challenges for media aimed at women. While the content should continue to focus on the protection of women, it must also avoid being univocal. It is essential to ensure that the positive messages of such media reach a broader and more diverse audience. Protecting women should not rely solely on the awakening of women's independent consciousness but also requires the development of an equal consciousness among men and society as a whole, alongside a heartfelt opposition to violence.

Furthermore, to better analyze the role of mass media in women's resistance to domestic violence, the researcher conducted a study focusing on female respondents and examined their willingness to use media as a tool for seeking help and advocating for their rights when faced with violence.

Table 3. Public views on the media of female subjects N=167

Questions	Options	Number of respondents
What do you think of magazines that target women, such as "China Women" and "Women's World"?	A. Helping women form correct gender awareness.	94 (56.2%) [Male: 25 Female: 69]
	B. Too limiting and not helpful to all women.	32 (19.2%) [Male: 9 Female: 23]
	C. It is for-profit and has absolutely no positive effect on women.	1 (0%) [Male: 1 Female: 0]
	D. Not interested, don't understand.	40 (24.0%) [Male: 11 Female: 29]
	Sum	167 (100.0%) [Male: 46 Female: 121]
What do you think of websites that protect women's rights, such as "Women's Federation" and "Feminist Rights"?	A. It is of great help to women in fighting for their rights.	113 (67.6%) [Male: 27 Female: 86]
	B. It has no practical effect.	33 (19.8%) [Male: 9 Female: 24]
	C. Not interested, don't understand.	20 (12.0%) [Male: 9 Female: 11]
	D. Oppose and think it will cause gender antagonism.	1 (0%) [Male: 1 Female: 0]
	Sum	167 (100.0%) [Male: 46 Female: 121]

Table 4. Women's willingness to use mass media to seek protection N=121

Questions	Options	Number of respondents
If you encountered domestic violence, would you use the mass media to tell your experience about domestic violence?	A. Will tell my own experiences and seek help from the public.	79 (65%)
	B. I have thought about using mass media to seek help, but I am afraid of receiving negative comments.	36 (30%)
	C. I would not choose this method, believing that "family scandals should not be publicized" and news reports would not be of much use.	6 (5%)
	Sum	121 (100%)
If a friend suffered from domestic violence and asked you for help, would you be willing to advocate for the victim through the media?	A. Very willing to do this because mass media is an effective way to fight against domestic violence.	67 (55%)
	B. Will present the event roughly in the mass media, but will not reveal too many details of the event.	20 (17%)
	C. Will find ways to help friends, but do not want to use media.	34 (28%)
	D. Don't want to do this, don't want to cause trouble for myself.	0 (0%)
	Sum	121 (100%)

The results show that 65% of women are willing to bravely share their experiences when they encounter domestic violence, while 30% believe that media can be an effective tool for seeking protection and help, though some are worried due to fear of being criticized. Additionally, when women are bystanders to domestic violence, more than 70% of respondents chose to report violent incidents to the media, although some women only provided a brief account of the events due to privacy concerns. This situation underscores the need for media professionals and content publishers to adhere to the principle of "accurate event description" and to ensure the protection of the rights of those involved, avoiding the disclosure of excessive personal information merely for sensationalism.

Based on the analysis from different perspectives, we draw the following conclusions: platforms such as China Women and the "Women's Federation," which focus on women's

issues, are widely regarded as significant and beneficial in helping women form and refine correct gender perspectives and in effectively safeguarding women's rights. Furthermore, nearly 90% of the public strongly agrees with the role of media coverage of domestic violence incidents in deterring perpetrators, protecting victims, and raising awareness across society to prevent domestic violence. Among the women surveyed, approximately 70% are willing to use mass media as an effective means of protection when facing unequal treatment or witnessing violent incidents. These findings indicate that mass media has a positive impact on helping women resist domestic violence, thus supporting the research hypothesis H3.

4. Conclusion

In the study, we have confirmed that the narrative

perspective of media coverage significantly influences public attitudes and perceptions regarding domestic violence. The promotional effects of mass media have brought greater attention to the issue of domestic violence, and media exposure of such incidents has played a critical role in supporting victims and deterring perpetrators. These conclusions demonstrate that women, who are often in a vulnerable position during incidents of domestic violence, can effectively utilize mass media technologies to combat and intervene in violence. Proper use of media can also maximize its efficacy, making it a powerful tool for resisting domestic violence, eliminating gender discrimination, and promoting gender equality in society.

However, according to the study, we identified several issues that hinder the spread of gender equality concepts and impede progress in anti-domestic violence efforts. First, there is a significant gender imbalance among professionals in the mass media industry, particularly in management and decision-making roles, where men are disproportionately represented. This imbalance can lead to gender bias in decision-making within new media departments, resulting in subjective content. Second, the non-objectivity of some news reports, driven by market interests is another concern. The study also found that many men still uphold beliefs in male superiority and patriarchal dominance, which reflects that gender equality education in the current society is still insufficient.

In rural areas where information is scarce and economic development lags, some women, due to delayed ideological enlightenment and limited exposure to advanced culture, remain bound by traditional Chinese feudal norms and dependent on their husbands. Their economic and psychological dependence leads them to view themselves as mere servants within the family, perpetuating domestic violence through their repeated tolerance and submission. This not only inflicts lasting psychological trauma on their children, creating a vicious cycle of intergenerational violence but also undermines the harmonious and stable development of society.

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