"Media Portrayal and Gender Injustice: The Rise of False Cases and Spousal Crimes against Men"

Prof. (Dr.) Chandra Prakash Verma*

Dean, Faculty of Management and Commerce, K.M. University, Mathura (U.P.), INDIA

Yashika Verma**

Bachelor of Journalism and Mass Communication, Shri Vaishnav Vidhyapeeth Vishwvidhyalaya, Indore (Madhya Pradesh)

Mansi Verma***

Bachelor of Arts in English Literature (Hons.), Shri Rama Krishna College of Arts & Sciences for Women, Deemed University, Coimbatore (Tamil Nadu)

Er. Mukul Verma****

Software Engineer, HCL, Greater Noida, NCR (New Delhi)

ABSTRACT

Media portrayal and gender injustice are pervasive global issues that demand urgent attention and action. Social media platforms have emerged as powerful tools in the fight against this form of injustice, providing opportunities for awareness raising, advocacy and support. It enables individuals and organizations to share information, personal stories, and resources related to gender injustice. It serves as a platform for survivors to break their silence, share their experiences, and find solidarity. Social media campaigns raise public awareness, challenge societal norms, and encourage discussions surrounding gender-based violence, fostering a sense of collective responsibility. Social media plays a crucial role in the fight against gender injustice, providing a space for survivors, activists and advocates connecting and educating. This paper explores the role of social media and network in the fight against media portrayal and gender injustice, focusing on its impact on awareness raising, survivor support and community mobilization at present scenario.

Keywords: Media Portrayal, Gender Injustice, Misogyny, Cyberbullying, Online Harassment and Social Media etc.

INTRODUCTION

At present scenario, Social media is a tool for communicating, sharing information and connecting people with each other. The widespread use of the Internet, especially social media has emerged as an alternative medium that women can use to seek their rights and express themselves. Social media can play an important role in empowering women and protecting their rights. From the "MeToo" movement to the Women's March, social media has been set in many areas for women to express themselves and seek their rights. Thus, social media has provided women, women's rights violations and women's movements with the opportunity to capitalize on the unique awareness-raising potential of social media.

Social media plays a vital role in promoting gender equality and challenging traditional gender roles. Women can raise awareness and use social media by creating hashtags to exhibit their skills and talents, challenge gender stereotypes, end violence and discrimination, and demand equal opportunities (Ginnery, 2021).

Another important way in which social media empowers women is through its use as a platform for activism and rights advocacy. Through social media, women may be able to connect with activists in their own countries, around the world, organize events, and create a space for collective action. Social media can be used to make women' voices heard and seek their rights such as equality, freedom, rights, bias and stereotype (Cyber safe, 2021).

Violence against Women on Social Media:

The internet especially social media is a double-edged sword for women. On the one hand, it provides vital spaces for women seeking self-expression and opportunities, and on the other hand, it creates a space for abusers who target women. Violence on Social Media - Digital or Cyber Violence refers to all forms of harassment, abuse, humiliation, insult, abuse, threats, blackmail, bullying, hate speech, non- consensual sharing of pictures and images and sharing of unwanted sexually explicit messages against women through information technologies such as the internet, smartphones or video games.

Digital violence against women is widespread and alarming, affecting millions of women worldwide. Digital violence against women, cyberbullying, online harassment and revenge sexual posts are a growing concern. One of the most important forms of violence against women on social media is cyberbullying. Cyber- bullying refers to all forms of bullying that occur online, including harassment, humiliation and threats. Research shows that women are more likely to experience online harassment than men. Cyberbullying has a negative impact on women's mental health and well-being and can lead to anxiety, depression and even suicide (Cyber safe, 2021).

Online harassment is another form of violence against women on social media. Women who

express their opinions or challenge traditional gender roles are often the target of online harassment. Revengeful sexting is another form of violence against women on social media. Revengeful sexting refers to the non-consensual sharing of intimate images or videos, often as a form of revenge or control. Women are disproportionately affected by revenge sexting. Research shows that 90% of victims of revenge sexting are women (Mckinlay & Lavis, 2020).

Types of Violence:

Digital violence harms women and girls by restricting their right to freedom of expression and reducing their self-esteem and confidence. According to a report by Plan International, 50 percent of women reported experiencing more online harassment than street harassment. Online violence has been identified as a leading cause of the global gender digital divide, which prevents women and girls from advancing in science, technology, engineering and math (STEM) fields. Women and girls are more likely to experience digital violence than men. Globally, 38 percent of women report having experienced direct online abuse (Cybersafe, 2021). Women aged 18-24 in particular are at greater risk of experiencing all forms of cyber violence (Council of Europe, 2023). Some of the most common forms of violence against women on social media:

1. Cyberbullying: Cyberbullying refers to all forms of bullying that take place online, including harassment, threats and humiliation. Women are disproportionately affected by cyberbullying; research shows that women are more likely to experience online harassment than men. Cyberbullying has a significant impact on women's mental health and well-being and can lead to anxiety, depression and even suicide.

2. Online harassment: Online harassment refers to any unwanted or offensive behavior directed at women online, including hate speech, threats and maliciously searching for and posting someone's information. Women in particular are targets of online harassment. Online harassment can harm women in many ways. Because the harassment is visible to anyone connected to the internet and the victim may be constantly bombarded with abusive messages or comments

3. Retaliatory sexting: Revengeful sexting refers to the non-consensual sharing of intimate images or videos, often as a form of revenge or control. Women are the segment of society most negatively affected by revenge sexting. Research shows that 90% of victims of revenge sexting are women (Henry, Flynn & Powell, 2020).

4. Sexual objectification: Sexual objectification refers to treating an individual as a sexual
object rather than as a whole person. Women are often subjected to sexual objectification

on social media, where their bodies or appearance are commented on or used to sell products. Sexual objectification is dangerous in that it can contribute to a culture of misogyny in which women are judged primarily on their physical attributes.

5. Impersonation: This is a type of violence perpetrated through fake accounts with names similar to the person's screen name and using their profile picture. Real pictures of the victim can also be used in this type of violence. The bully impersonating the victim tries to damage the victim's social identity, usually by having sexually explicit conversations with people, or by defending opposing views, or by committing crimes, or by making statements as if they were confessions from the victim's own mouth.

Causes of Violence:

Violence against women on social media has become a serious problem in today's society. There are many reasons for the emergence of violence against women on social media giving as below (Jankowicz, 2022).

1. Gender-based discrimination: This discrimination can take the form of sexist jokes, threats or comments about women's bodies or appearance.

2. Anonymity: Many social media platforms allow users to create anonymous accounts, which can be used to harass or abuse women without any consequences.

3. Normalization of violence: There are those who believe that online harassment, abuse is part of internet culture, and that women should ignore it. This normalization of violence makes it difficult for women to talk about their experiences and seek help.

4. Lack of accountability/responsibility: Social media platforms have been criticized for their lack of accountability when it comes to violence against women. Many social media platforms do not have adequate policies to address online harassment and abuse and perpetrators often go unpunished.

5. Misogyny: Misogyny is the hatred or dislike of women and is a major factor in violence against women on social media. Many men see women as inferior and use social media as a way to express their misogynistic views. Misogyny can take many forms, including sexist jokes, threats and comments about women's bodies or appearance.

How to Prevent Violence against Women:

Violence against women is a widespread and alarming issue affecting millions of women around the world and in our country. Social media, with its widespread reach and accessibility, has the potential to play a critical role in preventing violence against women. By providing a platform for education, awareness raising and advocacy, social media can help change attitudes, behaviors and social norms that perpetuate violence against women.

Social media can provide a space for women who have experienced violence and injustice to share their stories and seek support. In this way, women can connect with other survivors, stand in solidarity and find support in claiming their rights.

Social media can be used as a powerful tool in preventing violence against women. Social media can contribute to changing attitudes, behaviors and social norms that perpetuate violence against women through trainings, raising awareness, encouraging women to defend their rights and creating spaces where women can share their stories of violence. By using the reach and influence of social media and working together, progress can be made in preventing violence against women and a world where all women can live free from violence and abuse can be established.

How to Report Violence:

Social media platforms have become a powerful tool for communication and social networking. But it has also become a platform for digital violence and abuse. Violence on social media can take many forms, including cyberbullying, harassment and hate speech. If you experience violence on social media, it is important to know how to report it. Some steps to follow when reporting violence on social media (Jankowicz, 2022):

1. Take screenshots
2. Report to the platform
3. Contact law enforcement
4. Seek support
5. Follow up: After reporting violence on social media, it is crucial to follow up with the platform or law enforcement to ensure that action is taken. If the violence continues, you may need to continue reporting and seeking support until the issue is resolved.

What to Consider:

Social media has become an integral part of our daily lives, providing a platform for communication, social networking and entertainment. However, with the increasing use of social media, it is important to be aware of the potential risks and negative effects of social media use. Here are some things to be aware of when using social media (Jankowicz, 2022):

1. Privacy: Privacy is an important issue when using social media. It is necessary to understand how social media platforms use and store your personal information and take steps to protect your privacy. This requires setting privacy settings, avoiding sharing sensitive information and being careful when interacting with strangers online.

2. Cyberbullying: Cyberbullying is a serious issue that can have a significant impact on mental health. It is crucial to be aware of the signs of cyberbullying and take steps to

prevent it. This includes reporting any incidents of bullying or harassment, blocking the perpetrator and seeking support from friends, family or mental health professionals.

3. Addiction: Social media addiction is a growing problem. Many internet users spend hours every day scrolling through social media news and feeds. It is important to be aware of the signs of ad- diction, such as feeling anxious or restless when unable to access social media, and to take steps to limit social media use.

4. Misinformation: Social media has become a breeding ground for misinformation, with misinformation and conspiracy theories spreading rapidly across platforms. It is important to verify information before sharing it and avoid spreading misinformation.

5. Online predators: Online predators are a real threat, especially for children and young people. It is important to be aware of the risks of interacting with strangers online and take steps to protect yourself and your children. This includes setting privacy settings, monitoring online activities and educating children about the dangers of online predators.

Awareness-Raising Through Social Media

Social media can be a powerful tool in the fight against gender violence. It can provide an avenue for both victims and advocates to speak up and share their stories, creating greater awareness about the reality of gender-based violence. Social media also allows people from all walks of life to come together and take collective action against gender violence. Organizations such as UN Women use social media platforms to educate people on gender-based violence and advocate for change. They want to spread awareness and fight for change in how society treats victims of this type of violence. Through research, UN Women has seen that many survivors are not receiving the support they need because of the stigma surrounding their experiences (UN Women, 2019).

In the end, social media has become an invaluable tool for survivors in their quest for support and justice. Not only does it provide a platform to share stories and seek advice from others in similar situations, but also allows them to access vital information about various services and resources available that can better assist them in their journey towards recovery. Social media is helping lead the charge against gender-based violence, by connecting victims with supporters across the world and giving a voice to those who have experienced such injustice. Through its use as a powerful medium for communication and education, social media continues to be an essential resource in the fight against media portrayal and gender injustice.

CONCLUSION AND DISCUSSION

In conclusion, social media has the potential to be an effective tool in raising awareness and to recognize that it can both positively and negatively affect the fight against media portrayal and gender injustice. While on one hand, it can help spread awareness and generate support for victims, it can also be used as a platform to propagate hate speech or perpetuate stereotypes about women. Organizations looking to leverage social media should ensure that they have a clear strategy in place that outlines how they will use these platforms to maximize their effectiveness. This may include training for staff on how to use social media responsibly and ethically, as well as putting in place mechanisms that monitor activity and quickly remove hateful content or comments. By working together, both online and offline, we can make a greater impact in the fight against media portrayal and gender injustice which will ultimately benefit for everyone. We must all recognize our role in stopping gender injustice whether through education or policy changes and take a stand by using social media responsibly, supporting victims and positively influencing public opinion and everybody live long life without fear.

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