

**MEDIA PORTRAYAL OF SEXUAL VIOLENCE AGAINST
WOMEN: AN EMPIRICAL STUDY**

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IN

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Submitted by

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LOVELY PROFESSIONAL UNIVERSITY

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DECLARATION

I do hereby declare that the thesis entitled “Media Portrayal of Sexual Violence against Women: An Empirical Study” has prepared by me under the guidance of Dr. Pavitar Parkash Singh, Professor and Head, School of Humanities, Lovely Professional University, Phagwara, Punjab, as per the requirement for the award of the degree of Doctor of Philosophy (Ph.D.) in Journalism and Mass Communication is entirely my original work, all ideas and references have duly acknowledged. It does not contain any work that has been submitted for the award of any other degree or diploma of any university.



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CERTIFICATE

This is to certify that Ms. Seema Shukla has completed a Doctor of Philosophy (Ph.D.) in Journalism and Mass Communication Thesis titled “Media Portrayal of Sexual Violence against Women: An Empirical Study” under my guidance and supervision. To the best of my knowledge, the present work is the result of her original investigation and study. No part of the thesis has ever been submitted for any other degree or diploma to any other university. The thesis is fit for the award of Doctor of Philosophy (Ph.D.) degree.

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Dated: 16/12/2021

ABSTRACT

Sexual Violence against women (SVW) consists of social and clinical health problems with catastrophic effects. Very few or no country or community is untouched by the problem of SVW. Approximately 35% of women globally faced Sexual Violence (SV) once in their lifetime (WHO, 2021) and on an average 87 females are raped daily in India (NCRB, 2019). United Nations recognized the severity of SVW and declared it a violation of human rights. World Health Organization (WHO) also noticed the vulnerability of victims of SV in the development of society (Krug et al., 2002), therefore, WHO started focusing on the eradication of these gender-based crimes. United Nations organized three consecutive world conferences in the years 1993 to 95 in three cities ‘Vienna, Cairo and Beijing’ to deal with SVW (Carrillo, 2002). The issues related to elimination of all forms of SVW, both in their personal and social life were emphasized in these world conferences (Montiel, 2008).

Recognizing the risk factors for SVW is considered necessary for prevention and intervention programs, especially in female populations. In this context, numerous studies have been conducted to recognize the instruments involved in the exploitation of women and it was found that male dominance and patriarchal societal setup plays a major role in generating SVW. Findings from several studies have also demonstrated that cultural and social norms have a greater influence over the social dominance orientation (it is a personality trait measuring an individual’s support for social hierarchy) of an individual. WHO (2009) has also exhibited the role of media representation in underpinning the cultural and social norms of an individual. Sutherland et al. (2019) explored in their research study that the underlying causes of SVW are deeply rooted in ongoing cultural and social norms characterised by unequal value afforded to males and females and these norms are normally inculcated or reinforced by media in an individual. Media also plays a crucial role in shaping opinion of mass audience (Carll, 2003). Media portrayal of SVW influences individual’s attitude towards SVW (Easteal et al., 2015). It reinforces or discourages individual’s attitude towards SVW therefore there is increasing emphasis on the potential of media in prevention of SVW (Simons & Morgan, 2017).

The media portrayal has been established as a useful tool in creating awareness of SVW and changing the frame of mind of an individual. Sutherland et al. (2019) explored in their study that media representation of SVW is an important indicator to measure progress towards shifting cultural and social norms that challenge or reinforce the place of SVW in society. In this direction, feminist scholars started studying the role of media in the occurrence and reproduction or elimination of SVW. There are numerous studies available that discuss as SVW and its media representation separately, however; the numbers are very few that connect media representation of SVW to prevention strategies.

The objective of this interdisciplinary research study is to study empirically and visualise any plausible relation between the media representation of SVW and the mass audience's understanding of SVW. This study attempts to provide a framework in which mass communication (refer table 2.4 of Chapter 2) may be used as a tool to create awareness of SVW. The study also makes an effort to examine a relationship between individuals' level of awareness of SV on women and his or her attitude and intention towards control of SVW. By drawing upon literature examining the representation of SVW, this study recognizes the actual and potential role of media in reflecting, shaping and transforming mass audience's perception through the use of specific language and framing techniques.

The purpose of this research study is to throw light on the interrelation between the portrayal of SVW in media and how these representations evoke consciousness towards SVW in society. The study also endeavours to examine a relationship between individual's level of awareness of SVW and their attitude, intention towards control of SVW. The study also identifies the relationship between the self-efficacy towards control of SVW of an individual to his/her intention towards control of SVW and subjective norms towards control of SVW of an individual to his/her intention towards control of SVW. The researcher used a mixed-method approach to achieve all the objectives. A survey (for literate respondents) and schedule (for illiterate respondents) have been used to collect data for the quantitative approach (the same questionnaire has been used for survey and schedule both) and focus group discussions have been organized to collect data for the qualitative approach. The purpose of this study is to study the media portrayal of SVW, to find the individual's awareness level of SV on women and awareness level of legal provisions associated with SVW. The study also analyzes the cultural and social

norms affecting SV on women and the most influential mass media in creating such awareness. The study also examines the relationship between the social dominance orientation of individuals and their awareness level of SV on women. The Multivariate data analysis Partial Least Squares Path Modeling (PLS-SEM) and independent sample t-test has been used to identify a relationship between endogenous variables and constructivist grounded theory has been applied to analyze the qualitative data. In this research study a total 261 (51.17%) females and 249 (48.82%) males have participated, out of the total male sample, majority of males belong to 16-25 years of age group and in females 18-27 years of age group, which shows that the mass audience of this age groups are highly active in participating research studies related to SVW, which can be seen as a positive sign in the direction of prevention of SVW. Total 50 participants took part in focus group discussion. The research study indicates that the mass audience (people who have media exposure) has a high level (62.94%) of awareness about SV on women and (41.17%) awareness of legal provisions associated with it. It illustrates that mass audience have higher level of awareness of SV on women however they are lacking in awareness of legal provisions associated with it. Another important finding of this research study is that it shows that females have a relatively high (64.36 %) level of awareness as compared to males (61.84%) about SV on women, 27.30 % of males have medium and 10.84 % have low level of awareness of SV on women. In female 26.05 % participants have medium and 9.57 % have a low level of awareness level of SV on women. Another major finding of this research study is that 43.77% of males have a relatively high level of awareness of legal provisions associated with SVW as compared to (38.69 %) of females, which indicates that the victims are susceptible less aware of legal provisions associated with SVW than the predicted perpetrators. The result of this study also demonstrates that 23.92% of the participants have medium and 34.90% have a low level of awareness of legal provisions associated with SVW in this category. The results also indicate that the media portrayal supports myths about SV and misrepresents the incidents of SVW. Male dominance and victim-blaming play a major role in encouraging SVW in society.

In addition to above findings, this research study shows online news media as the most influential mass media in creating awareness about SVW, although earlier many studies have demonstrated online news media as a major source of fake and unreliable information, however at present majority of mass audiences use this platform to get

information about SVW and it influence their attitude and intention to control of SVW. Through fieldwork employing survey and schedule techniques, this research study has established interlink between media representation of SVW and the mass audience's understanding of SVW, therefore this study proposes useful measures and insights for policymakers, NGOs and other organizations who are working to eliminate SVW from our social spheres.

The first part of this research study explains the theoretical framework of SVW and the factors (cultural and social norms) involved in stimulating SVW in the Indian society. The latter half of the study discusses in detail the portrayal of SVW in media and its role in creating awareness of SVW in society. This study describes the role of different media in maintaining a social narrative about SVW that confirms the feminist perspective of gendered, reinforces stereotypes, sexist harms and myths. It also appraises the potential for media in providing and facilitating challenges to this narrative.

Keywords. *Sexual Violence, Sexual Violence against women, media portrayal, media, news media, entertainment media, advertising media, cultural norms, social norms, violence, woman, perpetrator, victim, awareness, legal provisions, man, male, female, myth, intention, control.*

****Mass media and media has been used interchangeably in entire thesis.***

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I dedicate this terminal degree to my lovely daughter and husband whose only dream is to see me complete my education, towards which they slogged relentlessly during my Ph.D.

Dehradun, 16/12/2021

Seema Shukla

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LIST OF ABBREVIATIONS

| S.No. | Full Form | Abbreviation |
|--------------|---|---------------------|
| 1 | World Health Organization | WHO |
| 2 | National Crime Records Bureau | NCRB |
| 3 | Sexual Violence against women | SVW |
| 4 | Social Dominance Orientation | SDO |
| 5 | Awareness of Sexual Violence against women | SVAW |
| 6 | Attitude towards control of sexual violence against women | ATCSVAW |
| 7 | Intention towards control of sexual violence against women | ITCSVAW |
| 8 | Subjective norms towards control of sexual violence against women | SNCSVAW |
| 9 | Self-efficacy towards control of sexual violence against women | SETCSVAW |
| 10 | Media Exposure | ME |
| 11 | Sexual Violence | SV |
| 12 | Assault or use of criminal force to woman with intent to disrobe | AUCFWID |

CHAPTER 1

INTRODUCTION

I just want to sleep. A coma would be nice. Or amnesia. Anything, just to get rid of this, these thoughts, whispers in my mind. Did he rape my head, too?

Laurie Halse Anderson, 2019

1.1 Background of the Study

Laurie Halse Anderson, a New York Times bestselling author stated this quote while expressing her feelings for victims and survivors of Sexual Violence (SV). SVW has spread as a pandemic in all over the world. It became an enduring social problem of concern for survivors, victims, their family members, lawmakers, advocacy groups, scholars and the wider community (Easteal et al., 2015). Approximately more than 35% of women across the world faced SV once in their life (WHO, 2021) and the situation of India too is not different from this (Kalra & Bhugra, 2013). ‘National Crime Record Bureau’ (NCRB) reported total 32,033 incidents of rape in the year of 2019 (NCRB, 2019) and a traumatic increase of approximately 3.7% in the crimes against women from the year of 2018 to 2019 (NCRB, 2019).

By realizing the severity of SVW numerous studies have been done to evaluate the effect of SVW on victims and society among which WHO recognized the adverse effect of SVW on public health and explored that female suffering from SVW are unable to participate in the development of society (Krug et al., 2002). Therefore, eradication of SVW is now high up on international agenda (Morgan & Simons, 2017). In this direction, United Nations declared SVW as a violation of human rights and asked all the countries to take effective measures to prevent such crimes (UN, 1995). They organized three consecutive world conferences in the years 1993 to 95 in three cities ‘Vienna, Cairo and Beijing’ to deal with SVW (Carrillo, 2002). The issues related to elimination of all forms of SVW, both in their personal and social life were emphasized in these world conferences (Montiel, 2008). The agenda of these conferences were to direct the countries to provide legal provisions to fight against SVW (UN, 1994). After this conference many

countries incorporated legal provision associated with SVW. India too, worked in this area, however in the Indian context, legal provisions associated with SVW came into existence, when rape was criminalized and included in Indian Penal code (IPC) in 1860 by Lord Macaulay (Dhagamwar, 1992). Later several amendments have been done in these legal provisions, however the major changes were incorporated only after Nirbhaya gang rape case (2012), which may be considered as the most brutal and ignominious SVW case in the history of SVW in India. After this incident IPC has broadened up the definition of sexual offence against women and added several acts such as sexual assault, sexual harassment, voyeurism, stalking, insult, acid attack under SVW and introduced criminal law 2013 to deal with it (Tripathi, 2014), however the legislative reformation has relatively restricted influence in prevention of SVW and still the NCRB report illustrates alarming rise in gender atrocities every year (NCRB, 2019).

The law experts propounded that SVW is increasing due to the lack of knowledge about legal provisions and a low conviction rate of gender-based crimes (Sharma, 2015). This argument is also supported by a survey ‘Women Empowerment Resolution Campaign’ on November 20, 2018, carried out by the UP government to evaluate the awareness level of SVW of individuals. The survey revealed that 65% of Indian females (who reside in Uttar Pradesh) have no idea about aspects of legal protection from eve teasing. They are not familiar with sections 294 and 509 of IPC, which provide them rights to fight against eve teasing (India Today, 2018), however, the radical feminist scholars (Canan & Levand, 2019) argued that societal attitude about patriarchal gender roles encourages SVW and may contribute to inefficacy and limitations of prevention policies (Chaudhury et al., 2017). In addition to it Wasco (2003), a psychologist, argued that SVW is an omnipresent phenomenon, which exists in all sectors of the society and globally women are extensively victims of such traumatising experiences in different forms of SVW (Bondestam & Lundqvist, 2020; Merry, 2009). Another synthesis by Kalra & Bhugra (2013), opined that it is deeply rooted to the culture of human society and potentially have existed in societies much before the concept SVW evolved. Some societies have visible and some have invisible cases or methods of SVW. In this regard, D’Cruze (1992) suggested that SVW cases could be seen in ancient societies too, for instances Indian mythological epics are replete with examples of exploitation of females. Mahabharata has many fables of SVW where Yudhishtir pawned his wife Dropadi in

gambling. Duryodhana won her in the bet and asked his brother Dushasan to strip her in front of everybody (Shrama, 2015).

According to D’Cruze (1992) SVW started with the civilization of society, but it became an issue of concern between 1960s and 1970s, when feminist discourse started entering the mainstream conversation and linked SVW to gender condition of females (Canan & Levand, 2019). Feminist scholars believed that a social change was required to address this problem (Rennison, 2014). Since then, women activists are relentlessly fighting to draw attention of international agencies towards this problem (Heise, 2002).

In this context, several research studies have been conducted to identify the contributing factors, which reinforce SVW in the society. However, the majority of research have been done by radical feminist scholars who suggested that SVW is not merely an irregular act of aggression of men but a means of social domination over females (Rennison, 2014) and patriarchy is the main factor involved in the exploitation of women (Chaudhury et al., 2017; Cusmano, 2018) because it makes the males believe that females are their property and they (females) need to follow males in all aspects of life (Kalra & Bhugra, 2013). Further Rennison (2014) defined patriarchy as a social structure in which males disproportionately occupy positions of power (Eisler, 1995). There are ample studies available, which demonstrate that men always try to overpower women and acquire them forcefully which culminates into SVW (Kalra & Bhugra, 2013). In this regard several studies suggested that illustration of women as a commodity and sex objects cumulate the desire to achieve the females in males, hence objectification of woman, as sex object is a key cause of SVW and objectification of females in media is associated with dominance of men over women (Szymanski et al., 2010). It also encourages SVW worldwide (Aubrey, 2007). Further Cuklanz, (2000) suggested that media portrayal of SVW affects the receiver’s perception (Dussich,1970; Meyer & Anderson, 1973; Valkenburg et al., 2016), attitude (Petty & Cacioppo, 1986) and behavior (Mcquail, 2007), which supports or contends with SVW.

In this regard, Montiel (2008) stated that these types of content often brought to mass audience through various media, such as print media, electronic media, cinema, increasingly online media and these contents often narrates the stories within a gendered societal landscape through the culture and social images of feminine and masculine

(Easteal et al., 2015). The feminist approach believed that these are susceptible to plant an unconscious gender stereotype in society (Canan & Levand, 2019). Street (2010) explored in her study that representation of SVW in news media provides the framework of public debate. It frames the incidents in a certain way that some participants and their motivation are highlighted and others are marginalized or ignored. It highlights those issues in their framing on which they want to attract audiences' attention or want to set an agenda for the mass audience to think (Entman, 1993). Jacobs (2014) suggests that the language, style, tone employed by a journalist is very important in depicting any news story. Barthes (1964) stated that the visual images also communicate a message to mass audience. The juxtaposition of images and their selection of words, catchphrases and metaphors narrate the story in a certain manner (Entman, 1993). There are several factors such as: organizational and political pressures, social, cultural norms and their respective ideology, which affect the journalist creativity in addressing any issue (Scheufele, 2000). The story of other types of media such as entertainment and advertising media is not different from news media, there content also depend on the producer imagination and ideology (Entman, 1993) and they also cast certain influences upon the receiver's attitude towards SVW (Montiel, 2010).

In this context, numerous studies have been conducted to evaluate the effect of media consumption on their receivers. Findings from several studies have illustrated the ways in which media content reinforce SVW (Cuklanz, 2000). Feminist scholars started observing role of media in reproduction or elimination of SVW (Montiel, 2010). Mittal & Singh (2020) discussed the role of media in spreading awareness about SVW, which result in reduction of SVW in different societies. Further several studies conducted on the effect of media content vis-a-vis receiver's perception (Valkenburg et al., 2016) and behavior (Mcquail, 2007). In addition to it, Egen et al. (2020), mentioned that SVW features frequently on the news and entertainment media generally driven by certain incidents such as a rape, gang rape, high-profile sexual harassment and legal matters of sexual assault (Sutherland et al., 2019). While discussing the effect of media content on receivers Szymanski et al. (2010) explored that content such as commodification of women's bodies, normalizes the rape, sexual assault and other forms of SVW among mass audience (Cuklanz, 2000; Diez, 2002; Laguna, 2004; Montiel, 2007). Therefore, the first idea for this study was developed through reading news reports and reviewing

representation of SVW in media, which is merely showing the sexist and stereotype image of women which associates female identity with emotional, vulnerable, sensitive and dependent upon male characterizations, however male is depicted as relatively violent, dominate, independent, aggressive and powerful (Elasmar et al., 1999). According to Szymanski et al. (2010) females are generally stereotyped as sex objects or even only as a body part. There are several evidence available, which indicate that women's objectification increases the reach and viewership of the media content. Some studies demonstrate that nude images of women have remarkably increased globally in print media between 1983 and 1993. The characters related to genders and sexuality (for instance teen female TV) was hyper-gendered (Holden, 2012). In repercussion, women sexuality is portrayed not as the women's liberation but as the easy availability of female for man consumption. World Association for Christian Communication (WACC) observes that 76% of news subjected to men and only 24% are women oriented (WACC, 2010). The gender portrayal in news media is associated with relations of subordination and domination, whereas males are often represented as businessmen, sportsmen and politicians and women are portrayed as vox populi, they use to be associated to low status and lack of power (Montiel, 2008). Even in news reports of SVW, women are represented as victims (lack of power) and blamed for crimes to which they are victimized (Gravelin et al., 2019). Generally, the stories are focused only on the victim and perpetrators have never been the part of news reports (Diez, 2002; Montiel, 2007). Feminist research studies have identified that Internet and Information technology are also creating gender-based violence environment by easy access and circulation of pornography. Statistics estimate that there are approximately 4.2 million pornography web pages available on internet, which is 12% of total number of webpages globally and 100,000 of them offer female pornography (Montiel, 2008). Video games are also focusing on the representation of SV on women (Maltzahn, 2006). Sexual trafficking (virtual traffic) of women which is a type of SVW (Krug et al., 2002) has been also enhanced through the Internet and termed as virtual trafficking (Montiel, 2008). At this point, it would be believed that representation of SVW and making women available for consumption through information technologies and mass communication appears to be one of the most serious and atrocities expressions of the digital age (Montiel, 2015). A final but none the less crucial dimension of the SVW and media content is the impact of aggressive behaviour among the receiver of sexual content. They are prone to perpetuate various kinds of

sexual, psychological and physical violence (Huesmann, 2007). Although, there is another aspect of these representations that they have appeared as a very influential tool in disseminating information, generating awareness and mobilizing campaigns on SVW issues (Fauzi et al., 2020). It has proven its effectiveness in transforming the public perspective and attitude towards SVW (Gitlin, 2003). Montiel (2008) also replicated that same finding from her study that media has a great potential in creating awareness and changing attitude of an individual. The best example of this type of movement is “#Me Too movement”, which did a tremendous job in creating awareness about SVW.

Based on earlier studies on the effect of media content and consumption on the receiver's perception (Valkenburg et al., 2016), attitude (Petty & Cacioppo, 1986) and behavior (Mcquail, 2007), Convention on the Elimination of all Forms of Discrimination Against Women (CEDAW) and Inter-American Convention on the Prevention, Punishment and Eradication of SVW (Belem Do Pará) made media and its content accountable for the elimination of all types of violence especially SVW (Montiel, 2008). Beijing Platform for Action (BPFA) requested the governments and policy makers of different countries to take effective measures like appropriate legislation against media portrayal of pornography and sexual content. The agenda of this conference was to address media industries to disseminate information aimed at elimination of SVW, establish codes of conduct and guidelines that address sexual and violent content concerning women representation in media (UN, 1995). These directives have been followed by considerable research developed in feminist and communication studies (Montiel, 2010). Therefore, there is an increased focus on the role and capacity of media in eliminating SVW (Morgan & Simons, 2017).

Sutherland et al. (2019) finds in their research study that media representation of SVW is a prime indicator to measure development towards shifting cultural and social norms that challenge or reinforce the place of SVW in the society. Thus, SVW in media content (Cuklanz, 2000) and its impact on receivers (Valkenburg et al., 2016) has become one of the crucial issues of the several research studies. Carll (2003) opines that the media messages are not merely a unilateral however it is a tool to create an awareness towards SVW on the thought process of mass audience (Webster & Pahlen, 1996). Eastal et al. (2015) observed that the representation of social issues in media could influences the response of mass audience about the issue and the policy; it also affects the social justice

responses (Gautam & Nargunde, 2014). Media portrayal of SVW (WHO, 2009) provides knowledge to understand SVW and establish a correlation between complex political, social and legal issues (Easteal et al., 2012). The radical feminist scholar (Canan & Levand, 2019) suggested that the transformation of social perspective about SVW is essential to prevent SVW (Chaudhury et al., 2017). The education and awareness about SVW can change the individual's attitude and understanding about it (Fairbairn, 2020) and which can reduce the cases of SVW in the society (WHO, 2009).

In this regard, the objectives of the current research study are to carry out an explanation of role of media on the issue of SVW, which results in an enormous gap in the individual's attitude and understanding about SVW. Based on a holistic perspective, present research comprises the analysis of the representation of different modalities and forms of SVW in media discourse (Montiel, 2010). The scholar of the current study studied and discussed the representation of SVW in media especially in Indian context. This research study has an interdisciplinary character; it is an attempt to examine a relationship between the media representation of SVW and common mass audience's understanding about SVW. This study also attempts to provide a framework in which mass communication is used as a tool to create awareness of SVW. This study makes an effort to establish a relationship between individuals' level of awareness of SV on women and their attitude towards control of SVW. By focusing upon literature, examining the representation of SVW in media, this thesis recognizes the actual and potential role of media in reflecting, shaping and transforming mass audience's perception by the use of specific language and framing techniques. The objective of this research study is to throw light on the interrelation between the portrayal of SVW in media and how these presentations are generating awareness of SVW among the mass audience. The first part of the thesis explains the theoretical framework of SVW and the factors (cultural and social norms) involved in stimulating SV on women in Indian society. The latter half of the thesis discusses in detail the portrayal of SVW in media and its role in creating awareness of SV on women in the society. This study describes the role of different media in maintaining a social narrative about SVW that confirms the feminist perspective of gendered, reinforces stereotypes, sexist harms and myths. It also appraises the potential for media in providing and facilitating challenges to this narrative. The study also attempts to assess an individual's understanding of SVW. It also analyzes the cultural and

social norms, which tend to encourage SVW. In addition, the research identifies the most influential mass media in creating awareness about SVW. Finally, it attempts to provide possible frameworks to create awareness of SVW and control of SVW by using mass communication as a tool.

1.2 Research Objectives

General Objective.

- To study the portrayal of Sexual Violence against women in media.

Specific Objectives.

- To find the level of awareness of Sexual Violence on women.
- To analyze the cultural and social norms affecting Sexual Violence on women.
- To study the awareness of legal provisions associated with Sexual Violence against women.
- To understand the most influential mass media in creating awareness about Sexual Violence against women.
- To suggest a framework using mass communication as a tool, to create awareness and control Sexual Violence against women.

1.3 Research Hypotheses to achieve the objectives

H1: The social dominance orientation has a significant relationship with the individual's awareness of Sexual Violence against women.

H2: The males have high social dominance orientation than females.

H3: Self-efficacy towards control of Sexual Violence against women affects an individual's intention towards control of Sexual Violence against women.

*** Sexual Violence on women is referred to Sexual Violence against women in entire thesis.**

H4: Male and female differ significantly in their self-efficacy towards control of Sexual Violence against women.

H5: Male and female differ significantly in their level of awareness of Sexual Violence against women.

H6: Media exposure to content that portrays Sexual Violence against women has a positive relationship with the individual's awareness of Sexual Violence against women.

H7: Awareness of Sexual Violence against women influences attitude towards control of Sexual Violence against women.

H8: Awareness of Sexual Violence against women influences subjective norms towards control of Sexual Violence against women.

H9: Attitude towards control of Sexual Violence against women influences intention towards control of Sexual Violence against women.

H10: Subjective norms towards control of Sexual Violence against women influences intention towards control of Sexual Violence against women.

1.4 Statement of the Problem

Sexual Violence against women (SVW) consists of social and clinical health problems with catastrophic effects. Approximately 87 females are raped daily in India (NCRB, 2019). The severity of SVW cannot be ignored as it is increasing its tentacles day by day in Indian society. Earlier numerous studies focused on the portrayal of SVW and examined the effect of SVW on victims and society. However, very few studies established a relationship between individuals' exposure to media content that portrays SVW and their awareness level of SVW. Therefore, this research study aims to study the portrayal of SVW in media. Including media representation of SVW, this study accesses the level of awareness of SV on women and awareness level of legal provisions associated with SVW. This study also attempts to analyze the cultural and social norms affecting SV on women. Further, this study finds the most influential mass media in creating awareness about SVW. Finally, this study validates the

suggested framework in which mass communication has been used as a tool, to create awareness and control SVW.

1.5 Need of the Study

SVW is a severe social problem. According to NCRB approximately 40 thousand females are victimized to SV (rape) (NCRB, 2019). The statistics available on NCRB website showed that it is increasing day by day and therefore it is very important to work on the safety of women. In this context, radical feminist scholar (Canan & Levand, 2019) suggested that the transformation of social perspective about SVW is essential to prevent SVW (Chaudhury et al., 2017) and this transformation may be done by media representation of SVW (WHO, 2009). Therefore, the researcher decided to work on this research study, while working on the literature review, she found that there are numerous studies available, which discussed the concept and definition of SV and how it is influencing on the social life an individual (for example: Krug et. al, 2002; Sharma, 2015). The literature on this topic came mostly from medical and clinical disciplines such as psychiatry, psychology, medicine and few from sociology. There are numerous studies available on the discussion of legislation related to SVW. However, merely a very few studies available in which the researcher identified, or measured individuals' awareness level of SVW and legal provisions associated with it but apart from these scant deliberations, the researcher is not able to find any studies related to above stated gaps. There are numerous studies available which have drawn attention towards the impact of # Me Too movement and representation of Nirbhaya case in media. Several follow up articles are also available in print and online media on reported, noticeable and high-profile cases for instance Nirbhaya and Kathua, but there are merely any research study or articles available, which are discussing about non reported cases of SVW.

Another reason to study SVW is, unavailability of sufficient literature, on the impact of cultural and social norms on acceptance of SVW. According to Newman (2004), usually, culture generates solidarity among the members of society through which they perceive specific aspects of society similarly. Individuals staying together certainly believe that they possess a specific amount of social (Lewis, 1990) and cultural knowledge (Newman, 2004) in common. Different cultures and societies have different

understanding of concepts of SVW (Kalra & Bhugra, 2013). It can be observed in several examples that how a particular group of people accept some action or behavior and condemn other actions (Kappler, 2012). As of now, several research studies have been conducted in American, European and other Asian countries except India regarding the effect of cultural and social norms on SVW (for instance: Abrahams and Jewkes, 2005; Lansford & Dodge, 2008; Krug et. al., 2002; WHO, 2009). As a result of this, the researcher recognized insufficiency of literature on media representation SVW and its effect on individual's awareness and attitude, intention to control SVW.

1.6 Significance of the Study

This research is an attempt to study an important social problem like SVW and role of media portrayal in creating awareness and how media portrayal can be used to control SVW in Indian society. The assessment of individual's awareness level of SV on women and legal provisions associated with SVW helps the media organizations to create more effective messages to create awareness. The identification of the most influential mass media in creating awareness about SVW, guides the NGO and policy makers to deliberate the type of media on which the messages may be communicated to make more effective. The framework suggested in this research study may be used in an everyday social life to create awareness and built an attitude, intention to control SVW.

Conclusion

After discussion of background of the study, objectives, hypothesis, statement of the problem, need of the study and significance of the study the second chapter comprises of the current state of research done in media representation of SVW, research gaps, research questions, theoretical framework and conceptual framework for this research study.

CHAPTER 2

REVIEW OF LITERATURE

2.1 Introduction

A methodological review of the earlier studies is an important activity for any research study (Levy & Ellis, 2006). When a literature review is not done methodologically, it may suffer from many issues. Some possible problems are biased sampling (use mostly articles that support the research study), or random sampling (use the articles found first) or convenience sampling (use only those research studies which found with a simple effort). To prevent the above-stated issues, the researcher adopted the methodology provided by Webster and Watson (2002). In this short review the researcher discusses both qualitative and quantitative research studies done in the field of media portrayal of SVW, impact of cultural and social norms on Individual's attitude towards SVW. To define the concept of SVW the researcher mentioned historical evolution of SV, its consequences and legal provisions associated to SVW. In the end of this chapter the research questions, conceptual framework of the study, terms used in this study and operational definition of terms are presented.

2.1.1 Keyword search

Since this research study is conducted within a specific timeframe, the researcher deliberately used a biased sample to identify the most influential or important research study on SVW and media portrayal topics (Webster & Watson, 2002). According to Watson & Webster (2020), the most influential or important contributions seem to publish in the leading journals. Hence, it makes sense to start reviewing them first.

2.1.2 Backward search

Since media portrayal, SV and legal awareness, is an interdisciplinary field, the researcher followed the literature search methodology provided by Webster & Watson

(2002). She also reviewed the papers available in related disciplines (Watson & Webster, 2020; Webster & Watson, 2002) by doing the reverse and forward search procedures. Using the research studies identified in the previous section, she identified the most important and relevant earlier work by reviewing the references.

2.1.3 Forward search

The researcher determined other relevant works (abstracts and research papers) in this area by using the citation index of Scopus (Watson & Webster, 2020; Webster & Watson, 2002). The researcher only included studies that focused on media portrayal of SVW, media effects, definition of SV, awareness level and discussion about cultural, social norm, which influence Individual's behaviour and attitude towards SVW.

By doing the forward and backward research the researcher came across several definitions and concepts of SV, consequently the literature review starts with the explanation of theoretical framework of SVW.

2.2 Sexual Violence (Theoretical framework)

The initial part of this section contextualizes and identifies SV by comparing and analyzing various concepts of violence and terms, which are closely connected to SV. The middle part focuses on the general sociological framework in which the predominant phenomenon SV would be studied. The last part would be centered on the definition of media, media portrayal of SVW, cultural and social norms affecting SVW.

SV cannot be explained without the description of violence (Kappler, 2012). There is no uniform definition exist for violence and not even for the SV across the world, due to complex nature of phenomenon the general agreement is missing on this matter (Krug et al., 2002). Very often, it has been observed that there are highly personal or political reasons for perceiving an event as SV (Kappler, 2012). The solemnity of an incident may be assessed differently, according to the economic, cultural or social context of the people involved, providing it a certain coherency within multiple frames of understanding (WHO, 2009). Some legal provisions of a different society disagree with

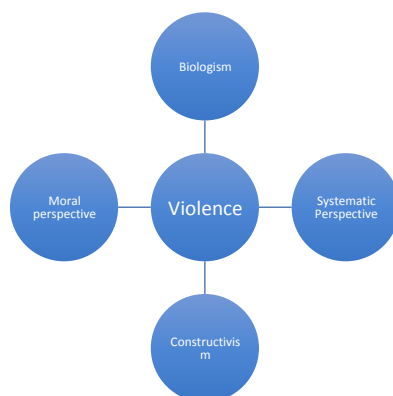
others and not all the research studies on this topic are consistent (Kappler, 2012). The unavailability of a unique definition is not the merely cause for these divergences; the acts that appear sexually violent to one person might seem normal to another (Kalra & Bhugra, 2013). However, most people condemn SVW (Kappler, 2012). Because of this specific angle, to explain and develop the theoretical establishment of this study, a short review of the existing definitions of SV is essential. Consequently, a brief summary of basic concepts linked to SV, like the term's aggression, or trauma or violence would be discussed and literature related to the SV phenomenon, both at the theoretical level and its expressions would be explained.

2.2.1 SV in the universe of violence

There are apparently countless definitions of violence available in the universe and each definition differs from others due to their creator's intention, culture and understanding. According to Stanko (2001) violence refers to any form of individual's act that intentionally threatens to or cause psychological, physical or sexual injury to others or themselves. WHO defined violence as an act (Krug et al., 2002) in which an individual or group of people must intend to use power or force against another individual or group (Rutherford et al., 2007). Therefore, in general violence may be shown with a specific framework for the notions, in which it is assumed that violence is placed in a field of forces consisting of 4 poles such as biologism, moral perspective, systematic and perspective constructivism (see figure 2.1) (Kappler, 2012).

Figure 2.1

Four poles of violence



Note This framework was produced by Kappler in 2012, to represent the violence.

Biologism explained that innate and natural drives caused violence (Kappler, 2012). Constructivist perspective defined violence as a social construction (Nicolson, 2019). In one hand systemic perspective represents violence as a system, which works according to its own laws (Dell, 1989). On other hand, moral perspective supports that violence tends to be observed through a moralistic prism that allow or condemns specific violent or abusive behaviors. The accepted behaviors come in category of good behavior and non-accepted behavior in the category of evil (Kappler, 2012).

In 1996, WHO proclaimed violence as a significantly increasing public health issue globally (Heath, 2002) and pointed out that the public health sector has ignored the issue of violence because of the unavailability of a formal definition and understanding of the issue. The other reason given by them for the ignorance was the absence of an exact concept for its classification, recognition, and prevention (Kappler, 2012). Due to its complex nature, there is relatively a little consensus on the definition of it (Muir-Cochrane & Duxbury, 2017). It cannot be explained with the use of exact science, however it constitutes “a matter of judgment” (Krug et al., 2002, 4) and depends on the acceptable and unacceptable behavior or action of individuals, which harm themselves or others. SV is culturally and socially influenced and continuously under review as norms and values evolves (Kalra & Bhugra, 2013). There are several possible ways to define

violence, depending on who is explaining it and for what purpose. Later in year 2002 WHO provided first formal definition of violence which stated violence as:

The intentional use of physical force or power threatened or actual, against oneself, another person, or against a group or community, that either results in or has a high likelihood of resulting in injury, death, psychological harm, mal development, or deprivation. (Krug et al., 2002, 5)

The definition has emerged from the public health sector and therefore gives a constructivist perspective of violence. It focuses on the aggressor's intention (Murnen, 2015) and has an inclination towards both perpetrator and victim (here perpetrator refers to the person who commits a crime, and the victim, who suffers the consequences). However, the methods, which are used, for its implication in practical life as well as the repercussion on the victim, survivor, group, or society decide the nature and type of the violence (Krug et al., 2002). This definition neither implements a systemic or a moral approach (Kappler, 2012).

The systemic approach of violence focuses solely on the actions. According to this perspective violence constitutes all premeditated and planned thoughts or acts, which are executed to harm or destroy something. Such phenomena may be endogenous or exogenous, reflexive or exteriorized, this definition does not focus on the moral aspects, such as consequences occurred by the action and the elements of blame (Kneer & Nassehi, 2000).

In general, the experts believed that violence belongs to the basic nature of human being and has probably always been an integral part of a human experience. Hence, it is often accepted as unavoidable, continuous and inescapable. Its significant impact can be seen differently in various cultures and societies (Krug et al., 2002) however, the systemic, constructivist and interactive point of view believed in the existence of new or alternatives solutions for violent conflict resolution that can improve the current situation (Galtung, 2008). Hamby (2017) pointed out in his research work that four elements (intentional, unwanted, nonessential and harmful) are required to define violence, therefore the violence can be defined as a deliberately use of power or a force against another person or a group of people (Rutherford et al., 2007).

There are four different scientific approaches to define violence such as: social psychology approach, an exemplar approach, public health approach and the animal research approach (Hamby, 2017). Exemplar's approach put some specific acts under violence like SV (Truman & Morgan, 2016) but this approach is considered as weakest approach among all four scientific approaches (Hamby, 2017). The other social psychology approach describes violence as an act; consist of three elements intent, unwantedness, and harm (DeWall et al., 2011), however this approach is unable to describe the intensity of the intent (Hamby, 2017). The WHO (Krug et al., 2002) used public health approach (Hamby, 2017) to discuss the definition of violence and stated physical force as a key element of violence (Rutherford et al., 2007), which perhaps is the most important strength of this definition. The fourth approach discusses in scientific literature is 'animal research model' which explains violence as nonessential aggression and which has not been used for self-defense or protect others (Koolhaas et al., 2010).

In absence of a single and uniform definition and use of multiple terms in place of violence, makes violence a very complex phenomenon. There are several terms, which are interchangeably used in place of violence and create confusion among researchers and common public (Kappler, 2012). The next section briefly discusses terms.

2.2.2 Aggression, trauma and violence (Definitions and Distinctions)

Many studies advocated that violence; aggression and trauma may be used interchangeably due to its similar nature of harming individuals (Kappler, 2012) however, political scientists, criminologists, public policymakers (Allen & Anderson, 2017), psychologists and medical professionals (Kappler, 2012) treat violence separately from aggression and trauma. Social psychology experts believe aggression "as a behavior that is intended to harm a person, who is motivated to avoid that harm" (Allen & Anderson, 2017,1). A plethora of studies defined aggression as a behaviour of an individual, which is intended to harm an innocent individual or a group of people whose intention is to have defended them from that harm (Baron & Richardson, 1994). On other hand, numerous studies argued that violence is an utmost form of aggression resultant to severe psychological or physical harm like an injury or death (Anderson & Bushman, 2002; Bushman & Huesmann, 2010; Huesmann & Taylor, 2006). Allen & Anderson (2017)

argued that violence is a subset of aggression. Sanmartin (2004, 13) stated in his book “Keys to understand violence” that “The aggressive is born. The violent is made.” In other words, humans are inherently aggressive, but depending on the history of their personal life (Kappler, 2012) and culture they may become violent or peaceful (Corsi, 2003). Thus, it can be stated that all violent actions are aggressive in nature, but not all aggressive behaviour are violent acts (For instance: screaming at other person is aggressiveness, but not violent) (Kappler, 2012).

Another concept related to violence is trauma. Initially, it has been originated in psychological and medical field (Kappler, 2012), but slowly it has integrated into other fields like sociology to describe trauma as a group activity (Huppertz, 2018) and media studies to discuss media effects (Mestrovic, 1985). Erikson (1995) described trauma as a post effect of any violent event, which caused disorder, it does not refer to the injury caused, but to the blow, which caused the lesion. Kappler (2012) opined that trauma is generally used in everyday speech and language, to describe the long-term consequences.

To encapsulate the foregoing paragraphs, violence and aggression are legally and socially constructed concepts that are dependent on both the morals and normative frame of a society, whereas trauma use to refer to the long- and short-term repercussion of these (aggression and violence) behaviours, especially focuses on the adverse effects on the victims’ physical and mental health. Since these concepts are often used across the different social science disciplines, both overlapping and gap emerges, require reconnection through trans disciplinary and interdisciplinary approaches (Galtung, 2008).

Aside from the difficulties in describing violence, its conceptual ambiguity frequently leads to more confusion than clarity. Nonetheless, throughout the last few decades, the topic of violence has attracted a lot of public and experts’ attention (Kappler, 2012). It is considered as a human rights violation (Miller, 2004). Due to higher level of awareness and public attention several tolerated types of violence have been criminalized (WHO, 2009) and a new behavioral pattern has included in the definition of violence (Kappler, 2012). In this regard WHO has done in-depth research in this area and suggested a typology of violence (Krug et al., 2002).

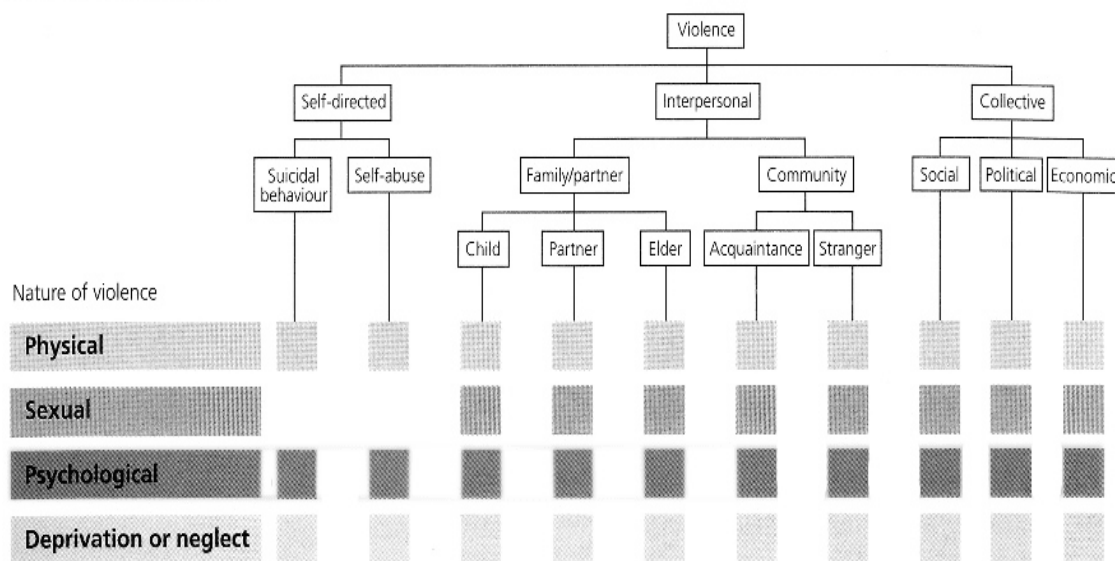
2.2.3 Different types of violence

This typology describes that violence may be inflicted in four ways: physical, sexual, psychological attack and neglect or deprivation (Krug et al., 2002). Figure 2.2 illustrates the typology given by WHO.

Figure 2.2

A Typology of Violence

A typology of violence



Note this typology of violence was produced by Krug et al. in 2002.

The figure 2.2 demonstrate the three forms of violence: interpersonal violence, self-directed violence and collective violence, where:

- **Self-directed violence** refers to violence in which people harm themselves.
- **Interpersonal violence** refers to violence between individuals, in which perpetrator and victims are different.
- **Collective violence** refers to violence committed by larger groups.

Further Self-directed violence segregated into self-abuse and societal behavior. Interpersonal violence bifurcated into two different forms that are family/partner and community. Collective violence also segregated into three different forms social, political and economic.

The new evolution in the definition of violence has created a link between ‘violence’, ‘gender’ and termed it as gendered-based violence, which primarily associates femininity with victimhood and masculinity with aggressiveness (Mittal & Singh, 2020). Men’s aggression towards women creates several forms of gender-based violence such as SV and domestic violence (Russo & Pirlott, 2006). The supporters of feminism have constructed a typology of various types of violence over the last years (Kappler, 2012). In this sense, SVW may be contemplated as one of the most specific gender-based crimes (Temkin, 1987). Recently many international studies showed that approximately 35% women globally have subjected to SV (WHO, 2021). Therefore, this study focuses on the central phenomenon of SVW. The continuation of previous topics on the theoretical concept of violence, the next discusses the conceptual definition of SV and different approaches used to define SVW.

2.2.4 SV – conceptual definitions

There are several definitions of SV that exist in society as well as they are constantly changing and a new definition is evolving over time (McMahon, 2011). SV is a very complex and garrulous word, which has different meanings for various societies and persons (Kappler, 2012). Every author has given different conceptual definition of SV (Kappler, 2012), which is influenced by his or her culture (Kalra & Bhugra, 2013). It cannot be defined by exact science; rather it depends on the societal and cultural perception of an individual (Krug et. al., 2002). According to feminist scholars, it is a result of gender inequality between men and women. Men commit these crimes to dominate and control their women (Temkin, 1987). They use it as a tool to show domination and social control on the victims (Mittal & Singh, 2020). From the feminist perspective, it is a result of a man’s anger over hurting his self-esteem based on his male identity and losing his power (Canan & Levand, 2019). Mittal & Singh (2020) opined that in SV, sex is used as a weapon to damage victims’ sexual identity and freedom.

An American psychologist Sharon M. Wasco proposed a more phenomenological approach to SV (Kappler, 2012), according to him SV is an omnipresent phenomenon, which exists everywhere in the society (Wasco, 2003). In continuation Sharma (2015) argued that it might be started with the civilization of society. To support her argument, she further stated that Indian epics are replete with

examples of exploitation of females. Mahabharata has many stories of SV where Yudhishtir pawned his wife Dropadi in gambling. Duryodhana won her in the bet and asked his brother Dushasan to strip her in front of everybody.

The WHO's definition provides a more general view of it. The WHO's typology of violence suggests that SVW may occur as interpersonal violence in families or non-families. The perpetrator may be an acquaintance or stranger to the victim (Krug et al., 2002). The definition also points up the fact that SV is influenced by cultural ethos, moral and social norms of individuals. The gender, human rights and legal initiatives also put an impact on the perception of SV (WHO, 2009). Furthermore, the definition of SV evolves over time and still, it is constantly evolving (McMahon, 2011) whereas all definitions are influenced by socio-political, social, cultural, geographical inflections and the corresponding endeavours to include innovation into legal frames. To represent the whole spectrum, the researcher discusses theoretical definitions of SV according to their intention, orientation, or field of application (Kappler, 2012).

2.2.4.1 Definitions oriented towards the male aggressor. The WHO tried to provide a universal definition, which would be accepted by different communities. The report described the definition in following words, SV is:

any sexual act, attempt to obtain a sexual act, unwanted sexual comments or advances, or acts to traffic, or otherwise directed, against a person's sexuality using coercion, by any person regardless of their relationship to the victim, in any setting, including but not limited to home and work. (Krug et al., 2002, 149)

Adding to this definition, the report explained that coercion comprised a vast range (various levels) of power and force (for instance physical force or psychological intimidation or extortion and many more) (Krug et al., 2002). The report also suggested that the act would also be considered as SV act if the victim is not in a state to give her consent (for instance, under the effects of liquor or drugs or sleep) (Bourque, 1989). This definition objectifies the phenomenon, focuses on the perpetrator and the incident (Kappler, 2012).

2.2.4.2 Definitions oriented towards the female victim. This definition provides a subjective viewpoint, the definition says that SV is a very subjective and

personal experience of a victim /survivor which can only be transformed into reality by victim herself (Kappler, 2012). It can neither be visualized nor verified (Bal, 1990) and its definition differs with time and space (Wolfthal, 1999). Adding to his narration about SV (rape), he further stated that SV depends on individual's personal experiences. It is a very subjective and based on the personal experience of a victim (Kreiwirth & Cheetham, 1990). Nobody can visualize the act of SV; only a victim can narrate the incident according to her experience and the trauma, which she has gone through during the attack. It has situational and interactive characteristics in which each participant and narrator explains the incident differently (Bal, 1990). Thus, the various contrasting viewpoints and definitions indicate that there has never been social consensus on how to define SV.

In this context, another concept of victimological has given by Enrique Echeburua (Echeburua, 2007). The victimological definition attempts to discuss subjectivity (victims' perception) and objectivity (related to the incident) both.

2.2.4.3 Definition evolved in Sociology. Krug et al. (2002) define SV as any form of violence, which uses sex as a tool to injure another person. This definition often refers SV in which male is perpetrator and female as victim. It is predominantly performed against victim's psychology through their bodies (Sharmin et al., 2021). Kappler (2012) used Eisler's Dominator model (Eisler, 1995) to explain SVW in a broader prospect, which contains structural, hierarchical, authoritarian and interactive concepts (for instance: coercion, domination, bondage, and destruction). Brownmiller (2005) suggested that males have a realization of stronger physical strength compared to females which encourage them to commit sexual crimes and in reverse females' weaker anatomy would never allow a female to use sex as a tool to hurt any male. Smith (2004) discussed in his book 'Encyclopedia of Rape', rape is an extremely horrendous form of SV in which most of the victims are females and offenders are males. Males sexually violate females to show their power and always keep them in the state of fear. It is inherent in human culture and exists from the very beginning of society (Sharma, 2015). SV is not only injuring victims (physically and psychologically), but it also put adverse effect on the life of victim's family, friends and persons who are directly or indirectly connected to the victim (O'Neil & Morgan, 2010).

2.2.4.4 Psychoanalytic approach (Definition). In psychoanalytical perspective SV is a consequence of aggressor's sexual and masochistic desires (Costopoulos & Juni, 2018) that is not only limited to sexual contact. The perpetrator seeks sexual satisfaction by dominating the victims and achieves extreme happiness by seeing submission, humiliation and degradation of victim (Illescas, 2002). Given the aforementioned characteristics of SV, the view provided by Scully (1994) in her book "Understanding Sexual Violence: A Study of Convicted Rapist" can easily be connected (Kappler, 2012) to the SVW that according to men's perception, rape is a man's right. Man has all rights to force it on woman with her consent or without her consent; they are free to use force to assault them. Females are only good in sex. The rapist gets more pleasure in raping victims than having sex with their beloved. The cry and fear of victims during the sex encounter gives the rapist more fulfillment and satisfaction. Addition to it, Herman (1992) opined in his research study that SV is a form of violence, which generates a high possibility of post-traumatic effects.

2.2.4.5 Biological approach (Definition). Kalra & Bhugra (2013) stated that there are several factors involved in sex crime. The biological factor forces the male to be a predator of sex crime, due to his polygamist nature. A male can simultaneously produce many off springs with different females, so he always attracted towards different females and indulged in sex crimes to get them. They also suggested in their studies that males think that females are only meant for penetration and the males are who insert their penis into females' vaigina. There are many approaches to define SVW and several acts come under SVW. However, World Health Organization classified some acts under the category of SV to provide uniformity among the different countries. Table 2.1 shows the list of acts considers as SV by WHO (Krug et al., 2002).

Table 2.1

Acts under SVW (Krug et al., 2002)

| |
|--|
| Any type of rape (for instance rape in love relationships, marital rape and stranger rape, rape in war zone) |
| Sexual harassment |
| Sexual abuse of children, mentally or physically disabled people |
| Child marriages |
| Denial <u>to</u> adopt any measures to protect against sexually transmitted diseases |
| Forced a woman to abort her child |
| Violent acts against the sexual integrity of women |
| Forced a woman to do prostitution |

In brief, the term SV does not merely indicate a simple label but is constructed socially. It contains all the conditions and social circumstances surrounding it happening. McMahon (2011) explored in her research study the perception of SV is changing day by day. Earlier the people considered rape as a sex crime, but now their understanding of SV has strengthened. Now, they are accepting other abusive acts also as sex crimes. However, there is still a huge gap between the perception of common public about SV and legal definitions. Generally, in Indian societies, sexual behaviour (physical or nonphysical) which are not carrying out with mutual consent or done with minors are referred to as SV. However, the present research is based on a relatively narrow concept of SV, which refers to any form of violence that utilizes sex to injured women and which happens against her will (consent). Although, this research study does not focus on those cases in which such action may be carried out utilizing love or authority. This study is only focused on the two forms (rape and sexual assault) of SVW.

After the discussion on conceptual framework of SV the researcher, discusses the effect of SV on victims in next section.

2.2.5 Effect of SV on victims

Kappler (2012) mentioned in her research study that some posttraumatic effect of SV is losing confidence, feeling of loneliness and unable to be a part of normal life. She also observed that victims start dressing in an unattractive way to avoid attention. The victims or survivor of SVW became very reserved in nature and they discuss their suffering with selective people only due to the fear of social rejection. The victims believe that SV is an unforgettable incident in their life and everybody can notice it (Kalra & Bhugra, 2013). An excessive cleaning syndrome also develops in the victims (WHO, 2009), however Kappler (2012) found in her study that majority of survivors try to come out from their trauma and suffering.

To understand the actual issue of SVW in Indian context it is very important to study the historical evolution of Indian legislation related SVW. The next section of this chapter focuses on the historical evolution of legislation related SVW in Indian society.

2.2.6 Historical overview of Indian legislation related SVW

Macaulay introduced the word 'rape' to Indian legislation for the first time in 1860. Earlier to this, rape was not considered as an offence against the society; however, this law was only focused on the non-marital rape and has no law to define the concept of marital rape (rape within marriage means husband rapes wife) in 1860 IPC. This law was provided protection to girls of age 9 and below who had no marital relationship with the perpetrator (Dhagamwar, 1992).

Later several amendments have been incorporated in IPC 1860; the first amendment was introduced after Phulmonee Case, in which the age of consent of a girl was increased from ten to twelve years. (Phulmonee Case in which a girl (Phulmonee) of age 10, succumbed to injuries in 1891 sustained during sex with her husband.

Despite her medical report in which the cause of death was violent sexual penetration Phulmonee's husband was not found guilty of rape) (Moschetti, 2007).

The third amendment was introduced by making custodial rape as a punishable act. This amendment was done after Mathura Rape Case, 1972, in which, a young adivasi girl (Mathura) was sexually assaulted by two policemen in their custody, but the Supreme Court has not considered it rape and given verdict on the bases of consensual sex because she was not able to clear the two-finger vagina test (Sakrani, 2016).

The fourth and major amendment has been incorporated after Nirbhaya Case, 2012 in which a 23-year-old girl was gang-raped and killed on December 16; 2012. This incident put pressure on the Indian legislature to do major amendments in the law related to women's safety. 'Criminal Law 2013' and 'Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013' was introduced in Indian law to protect women from SV (Tripathi, 2014).

The historical evolution of Indian legislation dealing with SVW illustrates that SVW represents a cultural (Sanmartin, 2004 & Corsi, 2003) and social product molded by aimed at domination, obtaining control over females or individuals. In fact, there is plethora of studies available, which advocated that SVW is purely a social and cultural process. On this account it is very important to discuss the impact of social and cultural norms on SVW. The beginning of next section focuses on discussion of social and cultural norms and later part discusses the effect of social and cultural norms on SVW.

2.3 Cultural and Social norms

Turow (2008) defined society as groups of people who live in the same area and share the same culture and living style. In addition to it, he explained culture as an umbrella term (Tylor, 1871), which refers to the lifestyle of a member of society and that passes from one generation to other.

Cultural and social norms are expectations of behavior, rules, or thoughts based on shared beliefs within a specific social or cultural group (Durlauf & Blume, 2008). Norms provide social standards for inappropriate and appropriate behaviour. They govern

the acceptable or unacceptable behaviour in a particular group of people (WHO, 2009) and are highly influential in shaping individuals' behavior (Kalra & Bhugra, 2013).

According to Vygotsky (1978), human learning and development originate in social and cultural interactions. They also persist in society due to individual's expectations that others will also follow and conform to them (WHO, 2009). Kalra & Bhugra (2013) opined that various internal and external pressures perpetuate social and cultural norms in society. Individuals are demoralized from violating these social standards by the threat of punishment or social disapproval; feelings of guilt and shame that result from the internalization of norms also discourage them to violate norms (WHO, 2009).

Herber & Walker (2002) opined that people's cultural background also influences their knowledge, understanding, expression of sexuality and encourages them to involve in violent sexual activity (Kappler, 2012). Consequently, the researcher discusses the cultural, social interactions and their relationship with the development of an individual in the next section.

2.4 Culture, social interactions and their relationship with development of an individual: theoretical perspectives

Socio-ecological theory (Bronfenbrenner & Morris, 2006) and the socio-cultural theory (Rogoff, 2003; Vygotsky, 1978) are among the most important theories developed to describe the role of culture in the development of the human being. Socio-ecological theory advocated that those practices and beliefs, which are sanctioned within a cultural group, play a crucial role in building children's cognitive and social functions. Additionally, culture may control the growth of a child through managing different social settings. Therefore, Rogoff (2003) suggested that participation in cultural and social activities promotes the development of cognitive and social abilities of an individual. On the other hand, Vygotsky (1978) suggested socio-cultural theory, which argues that the development of humans is a socially mediated process in which children obtain their beliefs, cultural values and strategies to solve problems by collective dialogues with well-

informed members of the society. He described human development in the following words.

Every function in the child's cultural development appears twice: first, on the social level, and later, on the individual level; first between people (inter psychological) and then inside the child (intra psychological) (Vygotsky, 1978, 57).

Learners adopt socially shared experiences, associated effects; acquire useful knowledge and strategies by working with others on a variety of tasks (Scott & Palincsar, 2013). Chen & French (2008) discussed two dimensions socio emotional function that is social initiative and self-control. Socio emotional refers to a relationship between an individual's emotions and the society (Sarti et al., 2019). Social initiative represents the tendency to initiate and maintain social interactions (Asendorpf, 1990) whereas; self-control refers to the controlling ability to modulate behavioral and emotional reactivity during social interactions (Triandis, 1995).

As mentioned in above paragraphs cultural and social norms plays a crucial role in human development and as per the research conducted by WHO (2017) social and cultural norms are pivotal in generating abusive behavior in men and tolerance in women. Hence the next section focuses on the cultural and social norms supporting SVW.

2.5 Cultural and Social norms supporting SVW

SVW is an omnipresent phenomenon (Wasco, 2003), which existed in all cultures (WHO, 2009) and each sector of the society. It is deeply rooted to the culture of human society (Wasco, 2003). There are numerous studies available, which suggests that the cultural and social norms govern the tolerance of SVW (Brookmeyer et al., 2005; Lansford & Dodge, 2008). Culturally acceptance of dominance of one group over other and violence against group may stimulate SVW. For instance, higher rates of SV can be seen in the Kisii or Gusii tribe of Kenya. In Gusii tribe sexual aggression is accepted within marital relationship. They believe that SVW establishes the men's power and strength over women (Le Vine, 1959). Lewis (2011) argued that cultural norms and social ethos, which support SVW, continues within society because of individual's preference to conform. It varies widely in different social groups,

behaviour accepted in one social group or culture may not be tolerated in another (WHO, 2009). Kalra & Bhugra (2013) argued that gender inequality, moral values and attitudes toward violence plays a crucial role in generating SVW, therefore it is socio culturally constructed. Sanday (1981) opined that two types of culture exist in society, one is rape-free and the other one is rape-prone cultures. Rape-free culture preferred gender equality however, rape-prone cultures believed in objectification and exploitation of women. Cultures with rigid and stereotyped gender role systems support SVW (Otterbein, 1994). In this context, Abrahams & Jewkes (2005) stated that norms create a surrounding that may either foster or mitigate SVW. They also explored that cultural and social norm influence an individual's reaction towards SV. Table 2.2 illustrates different cultural and social norms of various countries, which support SVW (WHO, 2009).

Table 2.2

Cultural and social norms of different countries, which support SVW

| Cultural and Social Norms encourage SVW | Countries | Reference |
|---|--------------------------|--|
| Sex is a male's right in marriage. | Pakistan | (Hussain, 2008) |
| Females are responsible for controlling a male's sexual desire. | South Africa | (Jewkes et al., 2005) |
| SVW is right way of putting females in their place or punishing them. | South Africa | (Jewkes et al., 2005) |
| SVW (including rape) is a symbol of masculinity. | South Africa | (Petersen et al., 2005) |
| Sexuality and Sex are taboo subjects. | Pakistan & India | (Hussain, 2008), (Sable et al., 2006); (Kalra & Bhugra , 2013) |
| SV is shameful for the victim | The United States, India | (Sable et al., 2006); (Kalra & Bhugra, |

| | | |
|----------------------------------|-------|-------------------------|
| | | 2013) |
| Man has a right to control woman | India | (Kalra & Bhugra , 2013) |

While discussing SVW Kappler (2012) discussed two concepts of societal setup in her book ‘Living with Paradoxes’. She stated that first societal concept believed in hierarchy, which is constructed on power and domination. The most prominent example of this societal setup is patriarchal society. The other one is based on solidarity among the group members, it advocates gender equality. Earlier Eisler (1995) proposed the same concept in a form of model. The two models are summed up in the table 2.3.

Table 2.3

Partnership vs. Model Dominator (Eisler 1995, 403-405)

| Component | Dominator Model | Partnership Model |
|-----------------------------|--|---|
| Relationship between gender | The male has higher rank over the female (personal level and regarding associated values). | Male and female possess same important (rank) on a social level. |
| Social structure | Social structure is predominantly based on hierarchy and authority | It believed on the concept of equality. |
| Sexuality | The main element in selection of a mate is coercion. | The main function of sexuality is to build bonds between male and female by means of pleasure and reproduction. |
| Power and love | They believe that power consists in domination and destruction | They believe that power consists in nourishment of life. |

| | | |
|----------|----------------------|--|
| Violence | A high degree of SVW | They do not have any place in in this social system. |
|----------|----------------------|--|

The Eisler (1995) model shown in table 2.3, illustrates that the societies are based on Dominator Model (for instance patriarchal society) support SVW. The people of this society accept SVW and justify the men’s aggression (Kappler, 2012). In general societies are normally organized in a patriarchal way where the man holds the primary power. They always decide what is good and bad for the family and their members. Females need to assist and follow male members (Kalra & Bhugra, 2013). Females are considered as weaker section of society and it is assumed that they always need protection (WHO, 2005).

To support this feminist, argue that to maintain the hierarchical system in society the females and males are brought up with the different attitudes. Males are trained to be more aggressive and dominant in nature and females are taught to be more submissive, dependent and affectionate. To prove masculine power and supremacy males choose the way of SV to control their females and to show dominance on them (Malamuth, 1996). Every man has a different understanding and acceptance of dominance over women. Therefore, he uses different tools to show his ownership over women. In some cases, males use physical or verbal abuse and sometimes withhold affection or withdraw resources to exert dominance over females (Schechter, 1982). There are many incidents came into light in which, females are sexually assaulted by partners and non-partners both (WHO, 2009). It has been noticed that victims of SV generally get negative social reactions and suffer from several mental diseases due to these reactions (WHO, 2005). WHO (2009) insisted that patriarchal society and gender inequality are two main factors of SVW in any society. In patriarchal society man always wants to dominate and control his woman. The cultural attitudes, stereotypes and myths (for instance victims blaming and the way of dressing style of female) provoke sexual crime in these societies (Temkin, 1987). SV and any other type of discrimination against women create many obstacles in the development of females and the society (Kalra & Bhugra, 2013; Temkin, 1987).

2.6 Cultural and Social norms supporting SVW in Indian Society

Kalra & Bhugra (2013) asserted in his research study that Indian males exploited females due to their dominating behavior. The feeling of power and positions is inherent in Indian males from childhood due to the patriarchal set up, which is based on the concept of masculinity as power and femininity as weakness. The huge diversity in caste, gender and status also encourages SV in Indian society. Most of the victims of SV are from lower-class families (Vandana, 2020). The response of the police towards victims and perpetrators are not consistent, the police behave in a very lenient way if the perpetrator belongs to a powerful position in the society and follows the rules if the offender is from the weaker section of society (Sharma et al., 2015). By organizing 14 focus groups discussion Jayapalan et al. (2018) found that Indians (youth) have a better understanding of SVW. Indian perceived that females and children are more prone to SVW and according to them some of the reasons for being victimized are wearing revealing dresses, attractive personality, lack of awareness and disabilities. Indians believe that environmental and family factors predispose a person to sexual abuse. Stereotypes and traditional beliefs that males have a birthright to dominate women (Mitra & Singh, 2007) make women vulnerable to SV (Kappler, 2012). Acceptance of violence and putting a taboo on SV-related talk also plays a crucial role in encouraging SVW (WHO, 2009; Kalra & Bhugra, 2013). In addition to it, the culture of victim blaming increases the number of SV cases in the society (Kappler, 2012). This study shows even today myths play a major role in creating perception about SV in various societies. People still believe in myths like revealing dress enhance the sexual arousal in males, healthy female can resist sexual crime against her if she wants (Temkin, 1987).

Aforesaid, paragraphs reveal that different cultures and societies have different understanding of SVW. It differs from one culture to another. There is plethora of studies available in this context; however, all are restricted to geographical or demographical boundaries limits (Abrahams and Jewkes, 2005; Brookmeyer et al., 2005; Lansford & Dodge, 2008; WHO, 2009). Even the WHO (2009) study is unable to deal with the Indian issue on micro level. As a result, the researcher identified the lack of current sociological literature on the phenomenon in Indian context. During the study of cultural and social

norms, which encourage SVW, the research encountered many examples of media intervention in changing or creating cultural and social norms in society (WHO, 2009).

As SVW put sever harmful effect on victims or surviovors, WHO (2009) conducted research on the prevention of SVW and came on conclusion that people are not aware of the prevention strategies of it. They thought that the best way to protect themselves (in case of women) or their females are not wearing revealing dresses or avoiding dangerous situations. People assume that by increasing jail time of the accused, cases of SVW can be reduced (O’Neil & Morgan, 2010). Lee and Law (2008) have explored in their studies “Perception of Sexual Violence Against Women in Asian American Communities” that SVW is a serious problem in Japan, Korean and Southeast Asian countries especially China and India. This research study suggested that a self-defense skills and awareness about SVW can protect them (females) from SVW. However, the feeling of shame plays a major role in non-reporting of these incidents and the non-reporting of SVW incidents indirectly plays a crucial role in reinforcing SVW. Earlier it was mentioned that media portrayal of SVW plays an important role in creating awareness and changing attitude towards SVW, therefore the next section focuses on the relationship of media and change of cultural and social norms.

2.7 Media and the micro foundations of cultural and social norms change

The previously mentioned literature showed that both cultural (WHO, 2009) and social norms (Arias, 2019) are very important in guiding people about standards of behavior in a given situation (Young, 2008). They are highly influential in shaping individual attitudes and behavior towards an individual or specific group (Krug et al., 2002). WHO (2009) explored that these norms are reached to mass audiences via newspapers, magazines, radio, television, Internet, and other media sources. According to (Yanovitzky & Stryker) 2001 media modify an individual’s behaviour directly through informative messages and indirectly by stimulating changes in the viewpoint of cultural or social norms through social associations. Media messages increase the awareness about the specific topic and may help to reduce undesirable behavior (Hubbard et al.,1975; WHO, 2009). Media representation helps in keeping SVW on political agendas and stimulates other initiatives (Wellings & Macdowall, 2000). It focuses on the

repercussion of SVW and also makes positive appeals (for instance, health issue and SVW) (Henley et al., 2007). It uses an edutainment content (education entertainment methods) approach to impart knowledge and bring social change. Media have been successfully employed to address a wide range of ill practices, health behaviour and attitudes (Snyder & Hamilton, 2002), such as eating healthy and exercising (Beaudoin et al., 2007), stopping smoking (Bala et al., 2017), practicing safe sex (Bertrand & Anhang, 2006), reducing alcohol consumption (Stewart et al., 2002) and reducing drink-driving (Elder et al., 2004). Pual et al., (2013) replicated the same results in their research study that the mass media (media) can produce cultural and social change in the society. It would help the people of traditional society to become familiar with the thinking process of developed societies by creating a link between the modern society and traditional society. Cody (2017) found in his research article titled “we have personal experience to share. It makes it real: Young people’s views on their role in Sexual Violence prevention efforts” that SVW may be prevented by the help of media. He suggested that audio visuals programmes for instance music videos, films, and televisions campaigns could be used to create awareness as well social media and print media may be used as awareness tool.

Malamuth & Check (1981) explored in their research study that males who are not familiar or exposed to any type of violence through media or any other medium easily believed in myths. In contrast, females having exposure to SVW through films reject SVW in real life. WHO (2017) also discussed the factors associated with SVW occur at different levels such as individual, family, community and social levels. Recent studies (Emmers-Sommer et al., 2006) highlighted that the exposure to media content is influencing behaviour and attitude of individuals. The ways in which the media influences receiver’s thought process and form attitudes on SVW is the focus of the upcoming section. It aims to stimulate critical discussions on issues and challenges the media portrayal of SVW. The upcoming section of this chapter aims to elucidate media representation of SVW.

2.8 Media Portrayal of SVW

Serisier (2017) mentioned in his book 'Sex Crimes and the Media' that earlier media people avoid giving proper representation to SVW. They frequently use an umbrella term 'sex crimes' to represent all types of SVW incidents. It got proper representation in media after Women's liberation Movement (1970) that was run by second wave feminism supporters who fought for woman's right and raised the issue of SVW (Angelou, 1969; Armstrong, 1978). It put profound impact on media representations of SVW. Activists struggled to put SVW on the public agenda and insisted the media organizations to change the representation of SVW in the media. They also tried to transform the public's perception and understanding about it (Smart & Smart, 1978; Donat & D'emilio, 1992). Before this movement, news about SVW did not get attention. Journalists even avoid using the term 'rape' and replacing it with other words like "carnal knowledge" (Kitzinger, 2004) however, the frequency of rape-related news increased in 1971 (there were only 31 reports/articles of rape in the British newspapers, and it doubled in the frequency in 1978) (Soothill & Walby, 1991). A similar increase has been noticed in the American press from 1972 to 1974 (Byerly, 1999). In addition to this the issue also gained prominence in other media genres such as documentaries, talk shows, drama and soap opera (Kitzinger, 2004), in the beginning of 1990s, it even started to appear as a story line in hospital, police, legal television dramas and soap operas (Henderson, 1996). It has been observed that Women's Liberation Movement has stimulated the positive representation of SVW in media; most journalists started recognizing it as a serious social issue (Soothill & Walby, 1991). Certain myths (for instance: women "enjoy" rape) that used to be often supplication have disappeared (Los & Chamard, 1997), feminist ideas and the experiences of SVW were increasingly articulated in media (Cuklanz, 1996). Numerous research studies also pointed out that women reporters did an excellent coverage of SVW issues (Soothill & Walby, 1991; Mills, 1997), however, the story is not the same in general, the privatization, as well as the commodification of news (McManus, 2019) and entertainment media, has forced the biased and misrepresentation of SVW in media (Serisier, 2017). Therefore, the next section centered on the portrayal of SVW in news, entertainment and advertising media.

2.8.1 Portrayal of SVW in news media

Mcquail (2007) & Turow (2008) refers news media as a genre of mass media (media) that main function is to provide information to common public. Currently coverage of SVW is a very usual phenomenon in news media. News media use two types of framing, episodic framing and thematic framing to represent SVW (Sutherland et al., 2019) According to Iyengar (1990) an episodic framing focuses on an individual act in an isolated event where a thematic framing sees the event within a wider prospect to understand the societal prospective. Sutherland et al. (2019) stated in their research study that news media prefer to use episodic framing of such events in which they depict SVW as a series of random and disconnected events (Palazzolo & Roberto, 2011), however sporadically they also use thematic framing to narrate the incidents (Sutherland et al., 2019) It can be seen in an extensive coverage of the Nirbhaya gang-rape case in which incidents are covered with different perspectives and aspects of life. Some narrations focus on the description of SVW and crimes against women that exist in the National capital Delhi. Some stories discussed the suffering of the victim. Many editorials and articles are dedicated to the discussion of post-incident effect and verdict of the case, even they run the media trials also (Nawindmonte, 2018).

Jolly & Shorenstein (2016) discussed the power of news media in spreading the news of Delhi rape case across the world in two days. An extensive coverage of Delhi rape case has done by several news media. They published follow up stories to attract reader's attention. This incident shows an informative nature of Indian news media (Phillips et al., 2015). Delhi gang rape case explored the potential of news media in creating awareness of SVW among the general population and capacity of news media in shaping the public opinion in pursuing their desired outcomes (Cheung, 2011). However, it is only true for high profile or most noticeable cases (Sutherland et al., 2019; Ahmad & Shukla, 2020). Meyers (1997) also explored the same result in his research work that news media only covered certain cases of SVW which fulfill some requirements of newsworthiness for instance: human interest, oddity and conflict. The role of news media in SVW is still debatable in India. Although the news media is a quick source of creating awareness, but it is also manipulating information and sometimes sensationalizing the news for their benefits. In Kathua rape case news media showed completely irresponsible behavior by revealing the identity of an eight-year-old girl (Staff, 2018). In the same

direction Sutherland et al. (2019) found in their result that news media often violate the media guidelines. Eastal et al. (2015) explored in their research study that the news media deals the news of SVW in a very conservative way; the influence of patriarchal society is always present in reports. It supports gender inequality and strengthens the stereotyped image of women (Carll, 2003). The stories are centered (Meyers, 1997) more on victim blaming (Gravelin et al., 2019) than perpetrator's action. Sutherland et al. (2019) explored in their research study that news reports hardly elevate the voice of victims or survivors. The reports on law enforcement, criminal justice perspectives, legal and other experts' views are also very limited. News media emphasizes on physical SVW and sensationalize it to increase the interest of readers and viewers. It rarely depicts non-physical abuses like emotional, verbal and financial (Marhia, 2008). Schwengels & Lemert (1986) found the presence of rape myth in news reports. While the study by Schwengels and Lemert is already four decades old, the more recent research study on this topic by Sutherland et al. (2019) has also replicated the same results. Schwark (2017) stated in his study that news media generally highlights rape myth (Franiuk et al., 2008) and victimization in the news media. While discussing the impact of rape myth portrayed by news media Franiuk et al. (2008) stated that these types of coverage reinforce rape myths in public those who already hold them and construct rape myth supportive cognitive thoughts for those who do not have them. Later, Bohner et al. (2009) identified four types of rape myths, which are sporadically present in news media reports such as blame the woman for her rape, demonstrate disbelief in claims of rape, exonerate the rapist and suggest that only specific types of women faced rape incident. Franiuk et al. (2008) pointed out that news headlines also support rape myths in articles while discussing cases of SVW. News media always highlights high-profile or politically predominant SVW cases (Mc Donald & Charlesworth, 2013). A great example of impact of news media on thinking pattern is 2012 Delhi gang-rape. India's history is full of incidents of SVW however many of them are not even receive the media and proper public attention, but Delhi gang rape is exception, it shook the conscience of the nation and forced the government to take some strong measures in this direction. The main reason behind the noticeability of Delhi gang rape cases is its wide coverage by media. News Media often select rape cases because of its dramatic value (Kaur, 2013). Drache & Velagic (2013) analyzed the reporting of four English newspapers The Hindu, India Today, The Indian Express, Tehelaka and reached to the conclusion that Indian English

newspapers publish regular reports on SVW. They highlight viciousness and brutality to attract reader attention. They make it sensational and use supportive images, which highlight physical violence (Schwark, 2017). The paper also suggests that Indian English press is not able to create a balance between a fully developed story and incident-based reporting (Drache & Velagic , 2013).

O'Hara (2012) did a lexical analysis of newspaper coverage on SVW cases and found that the news media frequently portray perpetrators as unbalanced 'monsters' and victims as 'promiscuous'. He found victim-blaming in several articles. Earlier many studies explained that news media focused on certain themes such as commoditization of news, sexual objectification of women, depiction of an incident of violence, demographic profile of victim (Schwark, 2017), blaming victims (Elmore et al., 2021) for the incident. The content analysis of news also revealed the existence of rape myths in the narration of rape incidents (Franiuk et al., 2008). For years, the news media has been reporting unusual stories, and most of the time, they highlight incidents of rape (Naik et al., 2020). Many researchers also argued that media portrayal of rape crimes always supports rape myths and is responsible to generate false beliefs among the receivers of rape news (Bufkin & Eschholz, 2000). The act of violence in rape cases has hard news value, due to which it attracts readers' attention more than any other soft news (Elejalde et al., 2019). Therefore, the news media put the sensational elements in the reports of SVW cases to increase its circulation (Kaur, 2013) but the Delhi gang-rape case has explored the potential of news media in creating awareness of social issues among the general public and capacity of news media in shaping the public opinion in pursuing their desired outcomes (Cheung et al., 2011).

Carll (2003) criticized that news media coverage on SVW. He stated that the newspapers always represent SVW as an isolated, disconnected events and show it as individual pathology. He also suggested that this kind of framing loses perceptiveness of a societal obligation to tackle the issue. Edwards et al. (2011) stated that news media use sexual scripts to describe these crimes. Abelson (1981) described the script as a systematic representation of incidents in a specific sequence. According to Edwards et al. (2011), media generally use stereotypical scripts and schemata (scheme) to portray sexual acts that happened in the incident.

So, in the view of available literature, the researcher found that news media support myths about SVW and encourage rape culture through its content. It also sensualizes and exaggerates the incident in a certain manner to make it newsworthy and to attract mass audience. After discussing the portrayal of SVW in news media the researcher focuses on the portrayal of SVW in entertainment media in next section (Mcquail, 2007).

2.8.2 Portrayal of SVW in entertainment media

Turow (2008) defined entertainment media as a form of mass media (media) that mainly focuses on the entertainment of audiences such as television shows or movies. Hust et al. (2017) stated that previously the content related to SVW was taboo on entertainment media, however slowly, people opened to discuss this topic. Cuklanz & Moorti (2006) observed a growth in the representation of these crimes in entertainment media (Cuklanz, 2000). Kunkel et al. (2007) replicated the same findings in their research study that sexual content and information about sexual behaviour has increased significantly in entertainment media from 1997 to 1998 and 2001 to 2002. The result of their research study indicated that message containing sexual intercourse has been increased from 7% to 14% in these years. They further added that the content on sexual risks and responsibilities has also got a significant growth. Linz et al. (1988) researched in this area and found that entertainment media frequently portray different forms of SVW for instance: reality shows are full of content related to SVW such as harassing a woman or touching her in an inappropriate manner (Vandenbosch & Eggermont, 2016). There are few music videos, films; televisions campaigns are also available which share information about SVW and its prevention strategies (Cody, 2017). Tripathy (2019) explored in her study that Hindi films are full of gender inequality and scene contenting SVW.

The entertainment media glorified SVW (sexual harassment) and stereotyped images of women. She analyzed several Hindi films through content analysis and pointed out that Hindi films often illustrate different forms of SVW. The content supports the violent or abusive behaviour of male leads and condemns female leads for the same. Ramasubramanian & Oliver (2003) emulate the same results in their research study. While discussing the portrayal of SVW in Indian films they opined that entertainment

media (cinema) usually depict the act of moderate SVW as a pleasure-seeking activity and normal expression of a romantic relationship, which provides satisfaction to the lovers. Indian popular movies often represent females in stereotypical roles of subordination who accept SVW as a normal part of life (Dasgupta & Hegde, 1988; Gandhi & Shah, 1995). Further Derne (1999) draws attention on the issue that SVW is repeatedly glorified within Indian cinema. Macnamara (2006) & Gill (2007) opined in their studies that entertainment media generally present men as dominant and powerful, whereas women are portrayed as sex objects, victims of circumstances, weaker and helpless. Kahlor & Eastin (2011) explored in their research study that fictional programs like soap operas and other television programs are full of dialogues related to sex and sex crimes, further they pointed out that SVW myths (rape and sexual harassment myth) are also used extensively in the content of television (Brinson, 1992; Brown, 2005; Carll, 2003). Brinson (1992) studied twenty-six prime-time television programs and explored that most of them contained references to SVW. He found that the average narration included at least one reference to a rape myth. Brinson explored that 42% of the narration suggested the victim invited the rape and 46% suggested the victim-blaming. Cuklanz (2000) further provided the proof of the presence of these myths in the entire series of *Law & Order: SVU*. The series has been dedicated to the problems of sex-based crimes. *Law & Order: SVU*'s popularity has proved that receivers of this show would not hesitate to discuss taboo topics, which may have further encouraged the portrayal of SVW in the crime drama. The crime genre is now considered the most fertile genre for the narration of SVW (Cuklanz & Moorti, 2006). Several studies conducted between 1999 to 2005 years found a high occurrence of rape myths in entertainment media (for example Brown, 2005; Carll, 2003).

Reid, & Finchilescu (1995) explored another theme 'victimization', which often highlights in entertainment media while portraying SVW. It has a huge place in television drama. Apuke & Jigem (2019) argued that currently, sexuality in entertainment media has become more often and more intense (Song, 2016). Gervais & Eagan (2017) established a positive relationship between sexual objectification and current societal manifestations of SV toward women. They explored in their study that everyday examples of sexual objectification can contribute to the foundation of extreme forms of SVW. Luddy (2016) & Dauphinais (2015) observed that currently, entertainment media such as music videos

and television are focusing more on the objectification of women in society. They are portraying women as sexual objects (Harper & Tiggemann, 2008). Linz & Donnerstein (1990) throw light on the specific type of films “slasher films” or “splatter films” and their impact on the mass audience. He stated in their research study that these films were very popular in the United States between 1980-1990 years to showcase violence and sex. Malamuth & Check (1981) conducted research to explore the impact of these kinds of violence on individuals and pointed out that the frequent glorification of SVW fosters a supportive environment for this kind of acts in real life (Ramasubramanian & Oliver, 2003). Although many experts have shown concerns on the media representations of SVW, however very few research studies have dealt with portrayal OF SVW in Indian films. In an exceptional research study of its kind, Derne (1999) studied the content of selected few Hindi films in which violence and sexuality were often intertwined with the help of qualitative content analysis.

Similarly, a plethora of studies show that advertising media also objectify women and play a crucial role in fostering SVW in Indian society; hence there is a need to discuss the portrayal of SVW in advertising media also. The upcoming section explicates the representation of SVW in advertising media.

2.8.3 Portrayal of SVW in advertising media

Advertising is generally used as a common tool in marketing to raise awareness about the product (Fill, 2009) or to promote social welfare (Turner & TenHoor, 1978). The marketer uses it to engage customers with their brands, products and services (Fill, 2009). The Non-government organizations and policymakers use it to inform the common public about social issues and provide them information regarding the issue (Suresh & Srinivasan, 2008). The basic aim of advertising is to build a relationship between consumers and the brand (Aaker & Biel, 2013). Another purpose of advertisement is to change people’s frames of mind and encourage them to behave in a certain manner (Suresh & Srinivasan, 2008). Advertising media has been observed as a useful tool to reach the masses and influence them. They put a long-lasting impression in the mind of the common public (Moriarty, 2014). Jess (2000) replicated the same result and stated that

advertisements are the most compelling instrument in creating public awareness about social issues.

Public service advertisements also portray SVW to generate awareness about these kinds of crimes (Suresh & Srinivasan, 2008). There are numerous studies available, which discussed advertisements campaigns based on SVW. These advertisements campaigns mostly run by the government and non-government organizations and are proved to be the most successful tool in creating awareness (Bator & Cialdini, 2000) about SVW (Ahmad & Shukla, 2020).

Among them social movements campaigns like # Me Too and Time's Up have increased the awareness about sexism in common public (Bell et al., 2019). It has attracted the attention of social thinker about the concept of sexism (Keplinger et al., 2019). A social activist Ms. Taran Burake started #Me Too movement on social media in October 2017 to support the victims of SVW (Modrek & Chakalov, 2019). This movement quickly transformed into a global social movement and celebrities, other public figures and common females participated in this movement (Keplinger et al., 2019). The Time's Up movement started in January 2018 to fight against sexual harassment in all industries (Murphy, 2019). # Me Too and Time's Up both social movements have provided the common platform to sexual harassment's victims to speak (Keplinger et al., 2019).

According to industry experts on average consumers get exposed to approximately 4000 to 10,000 advertisements a day (Simpson, 2017). Therefore, the content of the advertisement is very important in communicating a message to the common public (Clement, 2020). They use different image content and image style to attract the consumers' attention. Image content refers to the composition of the image, which has been used in media and image style refers to the pattern that forms an image for an advertisement. The research stated that factors such as human figures, human faces, celebrity image, color image, size, and background complexity contribute to consumers' attention to an advertisement based on the image content (Bakar et al., 2015). Wilkinson & Light (2011) explored the potential of a human figure's photo in attracting consumers' attention and stated that a human figure is an effective way to attract consumers' attention. Beh & Badni (2010) stated in their research study that human

figures could motivate viewers to repeatedly watch the advertisement. Therefore, to attract customer attention, marketers have been using the portrayal of the human figure in different ways in their advertisements. One way of portraying human figures in the advertisement is the portrayal of women as sexual objects in static display advertisement. Sexual objectification of women in the advertisement is a very debatable subject. Several research studies have been done on the portrayal of sexual objectification of women in advertisements (Black & Morton, 2017; Reichert et al., 1999; Vezich et al., 2017; Wirtz et al., 2018). Consumers and advertisers both illustrated mixed reactions towards the sexual objectification of females in advertisements. Many research studies have been done to study the effectiveness and ethicality of sexual content in advertisements. For instance, Severn et al. (1990) explored in their research that the concept of 'sex sells' is very true and relevant for the advertisement. Sexual objectification and sexual content have been often represented in advertisements meant to attract individuals (Lanis & Covell, 1995; Mittal & Lassar, 2000; Reichert & Ramirez, 2000; Severn et al., 1990; Vance et al., 2015; Zimmerman & Dahlberg, 2008).

Gervais & Eagan (2017) explored in their research study that everyday small instances of sexual objectification can contribute to the foundation of extreme forms of SVW hence the next paragraph focuses on the sexual objectification of women in media and discusses the feminist perspectives on objectification.

2.8.4 Sexual Objectification of Women in media

The portrayal of women as sex objects in media is always a debatable subject among experts. Nussbaum in 1995 explained the term 'Sexual Objectification' while explaining the term he stated that sexual objectification of women or any other living being is treating them as a sexual object. Further Fredrickson & Roberts (1997) explained that sexual objectification of women is a situation in which a woman or several women are treated as an object and used for the pleasure of other people. Sexual objectification of women in media is defined as nudity and verbal or non-verbal stereotypical activities performed by women (Lanis & Covell, 1995; Reichert & Lambiase, 2003). Many research studies advocated that advertisements with sexual content attract more attention of consumers and give a favorable outcome (Reichert et al., 2011). LaTour & Henthorne

(1994) advocated that the actual effectiveness and ethical perspective of such advertisements are still questioned. They also advocated that before broadcasting or circulating this type of content, the social impact of content must always be taken into consideration. Presently different media platforms are full of a vast amount of these kinds of content (Tai, 2007, Vance et al., 2015). There are numerous studies available, which advocated that sexual objectification and sexual content attract individuals (Lanis & Covell, 1995; Mittal & Lassar, 2000; Reichert & Ramirez, 2000; Severn et al., 1990; Vance et al., 2015; Zimmerman & Dahlberg, 2008).

From the earlier literature, it has been observed that sexual objectification of women usually plays a crucial role in manifesting SVW; therefore, the next section provides a short description of the feminist perspective of Objectification.

2.8.5 Feminist Perspectives on Objectification

Both male and female can be objectified for sexual pleasure but majorly females are the most common victims of sexual objectification. The feminist perspectives explained objectification as looking or treating women as an object for the pleasure of men. Many feminist thinkers advocated that in patriarchal society women are identified or more associated with their bodies, their appearance decided their value (Bartky, 1990; Bordo, 1993). Women have constant pressure to maintain their bodies and appearance to gain social acceptability (Saul, 2003). In patriarchal societies, women's bodies assume greater importance than their knowledge and as a result, their personality is not adequately acknowledged. Parents, teachers, male partners reinforce the objectification of women, and it is expressed in various ways throughout the media (Bartky, 1990). The sexual objectification of women increased their vulnerability towards SVW and it increases the abusive behaviour in males (Saez et al., 2019).

The above literature substantiates that all media objectify women as sex objects and in broader prospects, it can be suggested that all types of media despite their genre support myths related to SVW (rape & sexual harassment myths). Their representation for media directly or indirectly encourages rape culture in society. Consequently, the following section elucidates rape myth and rape culture.

2.8.6 Rape myths

Burt in 1980 described rape myths as a collection of false perceptions or beliefs, which may shift the blame of rape crimes from perpetrators to victims and provoke rape crimes against women. Kamdar et al. (2017) stated in their research study that these certain specific attitudes and false beliefs normalize the rape crimes among males and justify male sexual aggression against females. Acceptance of rape myths may have serious consequences (O'Hara, 2012) and victim-blaming may encourage rape culture in society (Herman, 1994). Burt (1980) developed the first scale to measure an individual's rape myth acceptance. Later Payne et al. (1999) updated the previous scale and now updated scale is popular as Illinois 'Rape Myth Acceptance Scale'(IRMAS).

2.8.7 Rape Culture

Herman (1994) defined rape culture as a shared belief system amongst a group of people or society that justifies rape crimes against females. Buchwald (2005) stated that in a rape culture, both males and females believe that SVW is a fact of life, and it is inevitable as death. Herman (1994) opined that the focus of rape culture is victim-blaming, in other words, the victim was in some way deserving the rape (Maes, 1994). It affects the thought process of individuals and society for the whole (Herman, 1994). Maes (1994) provided one rationale responsible for victim-blaming is the people's belief that victimization is predictable and therefore avoidable. Mkhize et al. (2020) conducted research on university students and found that they have a strong belief in rape culture, and it is happening due to their heavy engagement in social media.

The above paragraph already discussed the influence of media representation of SVW on audiences; hence the following section describes how media shapes individual's understanding of SVW.

2.8.8 Interaction between Norms and Media (How Media Shapes Our Understanding of SVW)

The mass audience depends on news media to get vital information and to stay connected globally (Lasswell, 1948). Lasswell (1948) & Graber (2018) suggested 3 key functions of news media such as surveillance, interpretation and socialization. According to Lasswell (1948), news organizations do surveillance by putting a close watch on incidents happening in the society and inform the public about the facts on a various regional, national and international issues. It also furnishes a platform to knowledgeable person to provide guidance about subjects that the common people may have little or very less information about.

News media organizations often analyze information and factual data to provide context and meaning to the common public (Graber, 2018). It plays a crucial role in representing ideas and reinforcing social behaviors that evoke imitation. Another function of news media is to perform socialization (Graber, 2018). Prot et al. (2015) defined socialization as the process by which people learn social and cultural norms, acceptable behavior and their role within society (Prot et al., 2015; Graber, 2018).

The public's dependency on news media to perform these functions provides journalists immense power in influencing the audience's thought process (Graber, 2018). On a larger prospect, this power manifests as the news media's capability to help stagger the passage of legislation by creating awareness to an issue and by putting pressure on the policy makers to act (Lakoff, 2010). The news media often reported SVW as a chain of disconnected individual incidents without sufficient context, making it difficult to visualize the whole story that can help to identify what needs to be prevented as well as what measures can be done to prevent SVW (Sutherland et al., 2019). However, a positive instance of this was the extensive international media coverage of Delhi gang rape case that sparked a public outcry and helped to enact the criminal law. In a similar way, entertainment and advertising media put a profound effect on the understanding of SVW.

The above literature shows that there is a plethora of studies available, which discuss the concept, and definition of SVW and how it is impacting on the individual's life (Krug et al., 2002 & Sharma, 2015). However only in very few texts the researcher discussed or measured mass audience' awareness level of SVW and legal provisions

associated with it. Although, there are numerous studies available on legislation related to SVW but apart from these scant allusions the researcher was not able to find any study related to above stated gaps. While working on the literature review it has been observed that cultural and social norm plays a crucial role in building attitude of an individual towards SVW. Different cultures and societies have different understanding of concepts of SVW. WHO has done research in the year of 2002 and another study has been done in the year of 2013 (Kalra & Bhurga, 2013). Many studies have been done in European, American and other Asian countries except India regarding the effect of cultural and social norms on SVW (Abrahams & Jewkes, 2005; Brookmeyer et al., 2005; WHO, 2009). As a result of this the researcher identified the lack of current sociological literature on the phenomenon in Indian context.

According to the WHO (2017), factors associated with SVW occur at individual and social levels. The contemporary research (Emmers-Sommer et al., 2006; Wright et al., 2015) highlights that the consumption of media is influencing attitudes and behavior of an individual (Eastal et al., 2015). Furthermore, media contents have been found to influence gender-stereotypes and pro violence attitudes (Flood & Pease, 2009; Huesmann & Kirwil, 2007). There are numerous studies have been done in the area of media representation of SVW in different parts of the world except India. The major studies have been focused on Delhi gang rape case. The above studies indicate that there are several studies available to know the influence of mass media on SVW, but during the literature review very limited studies were found, which investigate the most influential mass media in creating awareness about SVW and provide a framework using Mass Communication as a tool to create awareness and control SVW. From the above-identified research the researcher has framed research questions and objectives (mentioned in chapter 1 'Introduction'), which are mentioned in next section of this chapter.

2.9 Research question

Guided by the literature review on media portrayal of SVW the researcher came into the conclusion that there are very few studies available on the portrayal of SVW in media in Indian context.

Consequently, the researcher found numerous studies on the concept and definition of SV and how it is impacting on the women's life (for instances Krug et. al, 2002; Sharma, 2015). Only few research studies are measuring the individuals' awareness level of SVW and legal provisions associated to it. Thus, the researcher framed following research questions for the current study:

- What is the level of awareness of SV on women?
- What is the level of awareness of legal provisions associated with SVW?

Different cultures and societies have different understanding of SVW. World Health organization has done research in the year of 2002 and another study has been done in the year of 2013. Many studies have been done in other countries except India to examine the effect of cultural and social norms on SVW. Therefore, the researcher found the research gap that there is no recent study available that provide answer to following research question:

Which cultural and social norms put effect on SV on women?

Therefore, the following specific research questions have been guided the current study:

1. How does media portray SVW?
2. What is the level of awareness of SV on women?
3. Which cultural and social norms create an effect on SV on women?
4. What is the level of awareness of legal provisions associated with SVW?
5. Which mass media is most influential in creating awareness about SVW?
6. How can mass communication be used as a tool to create awareness and control of SVW?

The objectives of this study have been framed on above mentioned research questions which are discussed earlier in chapter 1 'Introduction'. After discussing the detailed review of literature, the next section of this chapter explained the terms used in this research and their operational definition. The last section discusses the

theoretical framework and conceptual framework of this research study.

2.10 Terms used in Research

2.10.1 SVW

The researcher has adopted the definition of SVW from the WHO'S report published in 2002. Here SVW refers to any activity in which a male has used sex as a tool to hurt or control women. Here two forms of SVW: rape and sexual assault (sexual harassment, AUCFWID, voyeurism and stalking) are considered as SVW which have been mentioned as sexual offenses in the Indian Penal Code (Tripathi, 2014).

2.10.1.1 IPC (Indian Penal Code) Provisions Related to SVW. IPC has not defined the term SVW, it has not been mentioned as such a term, however many sections have been incorporated to tackle the issue of SVW in IPC. For instance, section 375 and section 376 codify rape and its punishment.

2.10.1.2 Rape and Sexual Assault. Section 375 defines rape and section 376 describes punishment for rape accused. According to section 375, a man is accused of rape if he penetrates his penis (whole or to any extent) or a part of his body or any object into the private part (vagina, mouth, urethra or anus) of a woman. The act is considered to be rape if he applies his mouth to the vagina, anus, urethra of a woman or forces her to do the above stated act with him or others. The section also describes different circumstances under which the act will be considered as rape (see Appendix A). The punishment for rape crime is mentioned in section 376 of IPC. (For details see Appendix A). Section 354 of Indian Penal Code describes sexual assault and put it in a list of a sexual offence against women. It has 4 section 354A, 354B, 354C and 354 D, which deal with sexual harassment, AUCFWID, voyeurism and stalking respectively (for detail see Appendix A).

2.10.2 Awareness of SVW

The general meaning of awareness is being conscious, knowledgeable, or cognizant (Gafoor, 2012). In Merriam-Webster (1999), awareness is defined as an ability to perceive, to be conscious of events, objects, or sensory patterns. Meager et al. (2002)

opined that if an individual is conscious about the existence of any events or objects and has adequate information about them, then that individual is considered to be aware of that event or object. Awareness may also define as the understanding or common knowledge of an individual about a social, scientific, or political issue (Gafoor, 2012). Here awareness of SV on women refers to an individual's understanding or common knowledge about SVW. In other words, an individual has heard of SVW and has some idea of issues related to it.

2.10.3 Mass Communication

Communication is defined as a process in which one person is sending message and another person is receiving it. The sender is a person who sends message and receiver receives the message. Here message is defined as the collection of symbols that are organized in a meaningful manner (Turow, 2008). When these messages are transmitted to mass or a huge group of people, it is referred as mass communication (Mcfadden, 2016). Turow (2008) and Hasan (2015) defined mass communication as multiple distributions of messages by industrialized production or through technological devices mean the production and distribution of messages by mass media industries. Here mass media referrers, to technological vehicles through which mass communication takes place. Mass Communication possess following features:

- Messages are transmitted directly to the public.
- Spread messages to large number of people who are anonymous and heterogeneous
- Mostly unidirectional transmission except new media.

(Hasan, 2015)

Mass media and media has interchangeably used in several places. Hence it is very important to establish an interrelation between mass media and media. The next paragraph focuses on the Interrelation between mass media and media.

2.10.3.1 Interrelation between Mass media and Media. Mass Media is defined as a means to communicate with public (Mcquail, 2007). Turow (2008) defined it as

technological instruments for instance: print, television and radio through which mass communication takes place. In other words, they are the sources through which the public gets the information (Mcquail, 2007). Experts generally use mass media to refer multiple sources and mass medium for a single source (Danesi, 2009). It includes all institutions and organizations which use technologies (Turow, 2008) to make several copies of the message and disseminate it to a mass audience (Webster & Pahlen, 1996), for instance: all newspapers, magazines and books manufactured by the printing press, all kinds of electronic and photographic copying procedures (Luhmann, 2000). Hermes (1993) used media and mass media interchangeably to refer to television, radio and newspaper. Viswanath et al. (2007) also used media in place of mass media in their research work titled 'Impact of communication on public health'. Based on the above arguments mass media has been replaced by media in this research study. Here media refers to the communication channels through which people get information.

There are multiple ways to disseminate information to the public and it can be segregated through different types of content and technologies. The next section discusses the different types of media.

2.10.3.2 Different forms of Media. Various forms of media exist in society, which use different technologies (Turow, 2008) to disseminate messages. Mcquail (2007) divided media based on their content. The primary genre of media is news, entertainment, and advertising (Turow, 2008). According to Forgette & Morris (2006), the genre is a category of creative work, especially in music or literature, marked by a peculiar style, content, or form.

Based on content. Entertainment media term has evolved from the Latin tenere, which means, "to hold or keep steady, busy, or amused" (Turow, 2008, 48). The main notion of entertainment media is to generate revenue (Turow, 2008) by keeping an audience steady, busy, or amused (Luhmann, 2000 & Hassan, 2015). News media is referred to a form of mass media that focus on disseminating news to the mass audience (Mcquail, 2007).

Advertising media term has evolved from the Latin word "advertere", which means, "to turn the minds of towards". It is one of the most pervasive and all-

encompassing forms of media, which use to communicate a promotional message (Turow, 2008).

Based on technology. Media organizations used different technologies to spread information or messages to mass audiences (Mcquail, 2008; Hasan, 2015). Based on the distribution technology the media has divided into different forms such as traditional media, print media, electronic media (television & radio) and online media (Turow, 2013; Mcquail, 2007).

2.10.4 Media Portrayal of SVW

Media portrayal refers to media representation (Schwark, 2017), means how media shows certain people or communities (Fursich, 2010) or issues (Schwark, 2017). In other words, media portrayal can be defined as the process or act of representation of people, communities or issues on different media such as print, electronic or online media (Soothill, 1991). By representation, media normalize specific worldviews or ideologies and create realities (Fursich, 2010). For this media use language, signs and images (Schwark, 2017). Media portrayal is an essential process through which meaning is constructed and as a central signifying practice for establishing common meaning, the media creates representations (Fursich, 2010). Hall (1997) described three distinctive approaches reflective, intentional and constructionist to represent SVW in media. The reflective approach suggested that the representation is a mirror image of the society. This approach made mass audience believe that media is showing the true reality. The intentional approach to representation explained that all media content exemplifies the intention of the creator. The constructionist approach is a mixture of reflective and intentional. This approach described that the meaning of an illustration is created in the mind of the receiver. In this research study the researcher is discussing the media representation of SVW in all aspects.

2.10.5 Woman

Woman is an adult human female, who has a biological feature such as capacity to be pregnant giving birth to new creature (Mosby, 2009). The IPC defines a child 'as any person below eighteen years of age' therefore in this research study woman is considered a female above 18 years (Tripathi, 2014).

After discussing the terms used in this research study the next section discusses the operational definition of these terms.

Table 2.4

Operational definition of terms

| | |
|--|---|
| Sexual Violence against women | Man's any act in which sex is used as a tool to harm women. Here two forms of SVW, 'rape and sexual assault' have considered as SVW |
| Awareness | Ability to recognize rape and SV, victims' characters, Knowledge about laws, action need to be taken after rape and sexual assault |
| Women | A female (human being) above 18 years age, who possess biological character of female such as mensuration, pregnancy, and childbirth |
| Control of Sexual Violence against women | Activity of resisting and reporting of SVW (rape and sexual assault) |
| Media | Means to communicate with the public |
| Media Portrayal | Representation of SVW in media |
| Mass Communication | Here Mass Communication refers to the process to disseminate messages to mass or a huge group of people and which is not possible without media exposure therefore media exposure is used in place of mass communication. |

The table 2.4 provides an overview of operational definition of terms used in this research. After discussing the terms used in this research study the next section focuses on the description of theoretical framework used in this research study.

2.11 Theoretical Framework

This section provides a theoretical background on the crucial concepts that are pertinent for this research study for applying quantitative approach. The section begins with discussion on theories used in this research study such as: Social Dominance Theory (SDT) by Jim Sidanius & Felicia Pratto (1999), Social Cognitive Theory (SCT) by Albert Bandura (1986) and Theory of Planned Behaviour by Ajzen and Fishbein (1980).

2.11.1 Social Dominance Theory

Sidanius and Pratto (1999) introduced Social Dominance Theory to explain the group-based hierarchy system in the society. They argued that nearly in all societies, one group holds disproportionate power than the other group (Pratto et al., 2006). This theory also points out that powerful group suppress the subordinate group and enjoys special privileges (Sidanius et al., 2004). While discussing Social Dominance Theory in their research study Rollero et al. (2021) stated that men hold disproportionate power and freedom compared to women. Pratto & Stewart (2012) suggested Social Dominance Orientation (SDO) to measure an individual's psychological orientation towards group – based dominance.

2.11.1.1 Social Dominance Orientation. Pratto et al. (1994) suggested Social Dominance Orientation (SDO) construct to measure an individual's preference for group-based hierarchies. Kleppetø et al. (2019) stated in their research study that a person having higher SDO shows domination over lower-status groups and preferred to be placed in higher position than others in a social system. Rollero et al. (2021) explored in their research study that SDO and gender-role attitudes have a direct impact on the recognition of some behaviors as a form of violence against women. The females and males possess different social dominance orientation (Pratto et al., 1994) and males

possess higher SDO than woman (Pratto & Stewart, 2012). Malatyali et al. (2017) explored in their research that SDO predicts both the benevolent sexism and hostile sexism in an individual. Earlier to this research study Mastari et al. (2019) investigated in their study that benevolent sexism explains women's subordinate behavior and hostile sexism encouraged the male dominance over women. Further, Berke & Zeichner (2016) examined the influence of SDO on gender-based violence behaviour in young adults. They pointed out in their study that man having higher social dominance orientation supports hierarchy-enhancing actions, such as humiliating, violent and aggressive behaviors. There is plethora of studies available, which explain dominance, control, and issues of power as a major factor behind gender-based violence (Brownmiller, 2005; DeKeseredy & Dragiewicz, 2007). Ortabag et al. (2014) suggested that in their studies that individuals' perspective, awareness, and attitudes about violence against woman makes woman vulnerable to SVW and man strongly associates with committing violence. Rollero et al. (2021) also replicated the same result in their research study and pointed that individual's support for inequality means SDO plays a major role in recognizing and committing SVW. Based on above arguments following hypothesis may be suggested:

- H1: The social dominance orientation has a significant relationship with the individual's awareness of Sexual Violence against women.
- H2: The males have high social dominance orientation than females.

2.11.2 Social Cognitive Theory

Albert Bandura proposed Social Cognitive Theory to explain the influence of environmental and cognitive factors on human learning and behavior (Nabavi, 2012). Larose & Rifon (2007) explained Albert Bandura's Social Cognitive Theory (1986) in the following words:

outcome expectations defined as judgments of the likely consequences of behavior, provide incentives for enacting behavior. Positive outcomes encourage behavior, while expectations of negative outcomes provide disincentives. Self-efficacy, or belief in one's capability to organize and execute a particular course of action to achieve important attainments, determine whether sufficient levels of effort

will be invested to achieve successful outcomes when one is already motivated to do so.

Conceptually, efficacy expectations have important implications due to their power to determine how much effort an individual will put forth and how persistent he/she will be in the face of aversive experiences, obstacles and aversive experiences, the greater the efficacy, the more active the efforts. The construct of self-efficacy works as a dimension within the larger framework of Bandura's social cognitive theory (Bandura, 1999). It is linked with the individual's commitment to achieve the target (Wofford et al, 1992), as well as individual's higher personal performance and goals (Locke & Latham, 1990). According to Gist (1992) Self-efficacy is a powerful tool which "influences individual choices, goals, emotional reactions, effort, coping, and persistence", but it also "changes as a result of learning, experience, and feedback". In numerous studies self-efficacy construct has been applied to predict various behavioral intentions and health behaviors (e.g Armitage & Conner, 2001; Williams & Rhodes, 2014). Although the self-efficacy construct garners empirical support from a wide variety of health behavior domains, such as smoking cessation (Corcoran & Rutledge, 1989) and physical activity (Bauman et al., 2012) however there is presently much inconsistency in the literature on the role of self-efficacy in prediction of future behavioral intention or behaviour. Lismayanti & Sari (2019) worked on the relationship between SV with self-efficacy among female and explored that victims or survivor of SV have lower self-efficacy. Huang (2012) investigated the difference between males and females' self-efficacy and found that there is no significant difference between males and females. Lismayanti & Sari's research showed (2019) that the females possess lower self-efficacy is more vulnerable to SV. Self-efficacy could influence help-seeking behavior of individual in adversity situation as well as helping behavior when someone else in adverse situation (Doménech-Betoret et al., 2017). Empirical studies also illustrate that self-efficacy is associated with prosocially behavior of individuals (Bandura et al., 2003). For instance, Gini et al. (2008) explored that self-efficacy played a crucial role in predicting individual's behaviour towards the victim of bullying. Self-efficacy impacts the learning process (Doménech-Betoret et al., 2017), awareness (Foster et al., 2014) and prediction of sexual victimization (Foshee, 1998) of an individual. Although Wulfert & Wan (1993) done a survey on sexually active college students and found

that self-efficacy beliefs for condom use determined their sexual attitudes, awareness about AIDS and perceived vulnerability however, Abeid et al. (2015) explored in their research study that men have better knowledge of SVW than women. Based on above literature following postulates may be proposed:

- H3: Self-efficacy towards control of Sexual Violence against women affects an individual's intention towards control of Sexual Violence against women.
- H4: Male and female differ significantly in their self-efficacy towards control Sexual Violence against women.
- H5: Male and female differ significantly in their level of awareness of Sexual Violence against women.

Another aspect of social cognitive theory of mass communication stated that media exposure influences human thought and their action (Bandura, 2002). Traditional mass media exposure also affects their behaviour (Stefanone et al., 2019). Slater (2004) defined media exposure as “the extent to which audience members have encountered specific messages or classes of messages/media content”. It is a pre-requisite for subsequent attention, comprehension and retention (Bailey, 2010). Nagler (2017) explored in her study that media exposure is a crucial prerequisite for media effects and audience must be get media exposure to influence them (Shi et al., 2020). Malamuth & Check (1981) opined that the mass media exposure affects the individual's acceptance of violence against women and it is also create awareness about the SVW. The content about SVW such as #MeToo movement helped the audience to understand the issue of SVW and prevention messages might reach to broader audiences (Egen et al., 2020). Based on above literature the following hypothesis can be proposed:

- H6: Media exposure to content that portrays Sexual Violence against women has a positive relationship with the individual's awareness of Sexual Violence against women.

2.11.3 The Theory of Planned Behavior

The theory of planned behavior is a psychological theory proposed by Ajzen (1985) that connect individual's beliefs to his/her behavior (Alhamad & Donyai, 2021). It has been used successfully in the explanation and prediction of behavior in a wide variety of behavioral domains (Ajzen, 2020) from physical exercise to consumption of alcohol and drug from technology adoption to protection of privacy and consumer behavior for safer sex and many more (see e.g., Armitage & Conner, 2001; Hagger et al., 2002; Hirschey et al., 2020; McDermott et al., 2015; Riebl et al., 2015). The theory explained that the three core components namely: attitude, subjective norms, and perceived behavioral control together shape an individual's intentions and intentions leads to certain behavior. This theory is an extended version of the theory of reasoned action (Ajzen, 1991) in which a new third component "perceived behavioral control" has been added with two other components "attitudes toward the behavior" and "subjective norms" (Miller, 2010). Chen et al. (2020) applied this theory to examine intentions of Chinese school students to take protective action against sexual abuse and sexual harassment. Flood & Pease (2009) stated in their research study that attitude is an important antecedent in shaping the response of victim and perpetration in SVW. Abied et al. (2015) explored in their study that people having poor knowledge about SVW support SVW. Based on above arguments the following hypothesis can be proposed:

- H7: Awareness of Sexual Violence against women influences attitude towards control of Sexual Violence against women.
- H8: Awareness of Sexual Violence against women influences subjective norms towards control of Sexual Violence against women.
- H9: Attitude towards control of Sexual Violence against women influences intention towards control of Sexual Violence against women.
- H10: Subjective norms towards control of Sexual Violence against women influences intention towards control of Sexual Violence against women.

After discussing all three theories, which would be applied in this research study for quantitative approach, the researcher discusses the conceptual model proposed in this research study.

2.12 Conceptual Framework

Based on the theory of Social Dominance (SDT), Social Cognitive Theory (SCT) and Theory of Planned Behaviour the conceptual framework is proposed for testing, on data, collected by survey and schedule. The conceptual framework is summarized in Figure 2.3 and definitions of constructs are listed in table 2.5. The abbreviations of construct presented in table 2.6.

Table 2.5

Definitions of construct

| Construct | Definition | Reference |
|---|---|---|
| Awareness of Sexual Violence against women | Individual's ability to recognize the circumstances that influence SVW; complications of SVW; myth acceptance; the Sexual Offence Act | (Berkmen & Seçim, 2019); (Gafoor, 2012), (Abeid et al., 2015) |
| Social dominance orientation | An individual's preference for group-based hierarchies | (Pratto & Stewart, 2006) |
| Attitude towards control of Sexual Violence against women | The degree of one's positive feelings about reporting and resisting SVW | (Caputi et al., 2019); (Fishbein & Ajzen, 1981); (Price & Mueller, 1986); (Robinson & Shaver, 1973) |
| Intention towards control | The degree to which one | (Caputi et al., 2019); |

| | | |
|---|--|--|
| of Sexual Violence against women | believes that one will engage in controlling of SVW | (Constant et al., 1994); (Fishbein & Ajzen, 1981) |
| Subjective norms towards control of Sexual Violence against women | The degree to which one believes that an important person or group of people support and approve his or her behaviour towards control of SVW | (Caputi et al., 2019) (Fishbein & Ajzen, 1981) |
| Self-efficacy towards control of Sexual Violence against women | Perceived capability to control of SVW | (Williamsa, & Rhodesb, 2014) |
| Media Exposure | The extent to which audience members have encountered media content related to SVW | (Slater, 2004) |

Table 2.6

Construct and their abbreviations

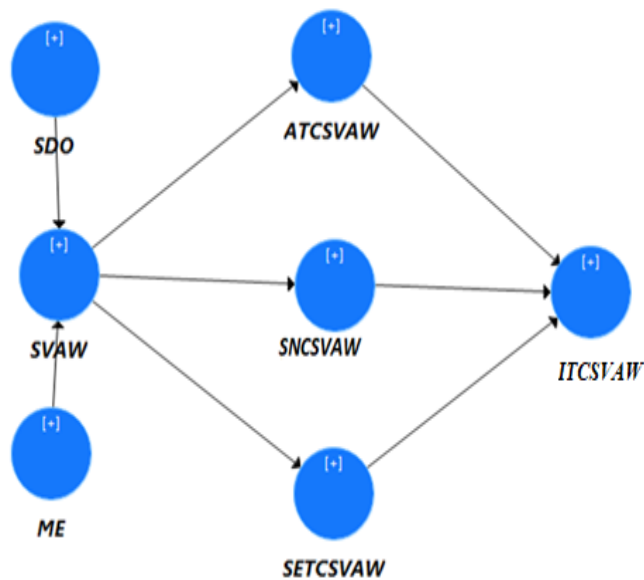
| Construct | Abbreviation |
|---|---------------------|
| Social dominance orientation | SDO |
| Awareness of Sexual Violence against women | SVAW |
| Attitude towards control of Sexual Violence against women | ATCSVAW |
| Intention towards control of Sexual Violence against women | ITCSVAW |
| Subjective norms towards control of Sexual Violence against women | SNCSVAW |

| | |
|--|----------|
| Self-efficacy towards control of Sexual Violence against women | SETCSVAW |
| Media Exposure | ME |

After an overview of constructs and their abbreviation, which is used throughout the text, the researcher proposed the following conceptual framework.

Figure 2.3

Conceptual Framework



Conclusion

After discussion of SVW, media portrayal of SVW, theoretical framework of this research study, conceptual framework, construct the succeeding chapter discusses the research design uses in this research study, which contains sampling design, the data collection process, hypothesis testing and validation of instrument.

CHAPTER 3

RESEARCH DESIGN

3.1 Introduction

After conducting a detailed review of earlier studies, which are associated with the research problem, the next step involves the plan of research design for the study (Creswell, 2014). The research design of the study refers to the blueprint of the process through which the researcher would collect the data and further analyze and interpret it for the study. There are three types of research design qualitative, quantitative and mixed research studies used in Social Sciences and the research problem guides the researchers to adopt the appropriate type of research design for their research study (De Vaus, 2002, Trochim, 2001). According to Morse (1991), the qualitative research design is carried out with an exploratory perspective, generally intended to study the concepts which have scarcity of literature for guidance, or which is still “immature”. Quantitative approach is adopted to examine or identified the factors responsible for the apparent existence of a phenomenon or testing of a theory. Whenever the research problem involves the study of the underlying factors and their further exploration, the amalgamation of qualitative and quantitative approaches, called the mixed method research design has been used.

The present research study is centered on a problem that has been little explored on an interdisciplinary level and which is still in the initial phase of exploration and consolidation. As observed in the previous chapters, the general objective of this research study is ‘to study the portrayal of SVW in media’ and the specific objectives are ‘to find the level of awareness of SV on women, to study the awareness of legal provisions associated with SVW, to analyze the cultural and social norms affecting SVW, to understand the most influential mass media in creating awareness about SVW, to suggest a framework using Mass Communication as a tool to create awareness and control SVW. The best approach to achieve the above-stated objectives is the mixed method. The quantitative method has been used to achieve objectives like measuring awareness level, understanding the most influential mass media in creating awareness and to prepare a framework, which are not possible without a quantitative approach. Furthermore, research on the topic of media portrayal of SVW and the analysis of cultural and social norms

affecting SV on women corresponds specifically with the functions of the qualitative approach. Earlier many research studies have shown that important aspects of media representation of SVW are difficult to recognize in quantitative methods. Social ethos and cultural norms are rules or acceptable behaviour within a specified social group. While often unspoken norms create social standards for inappropriate and appropriate behavior that direct the acceptance of certain behaviour in social interaction (WHO, 2009). Therefore, due to its complex nature and to explore the individual perceptives about the cultural and social a qualitative method has been adopted. Specifically, the Charmaz (2006) Grounded Theory is used to collect, access and analyze the data and to create meaning from it. Methodological development has contained the following elements: First using standard scales to prepare questionnaire for survey/ schedule and second guidelines, questions for focus group discussion have been set.

The chapter divides into two major sections quantitative approach and the qualitative approach. Under each approach, the researcher provides a development of measuring tool, selection of the population, sampling design, sample size, data collection process, statistical techniques applied on the data and their respective statistical software. Initially, the chapter starts with the description of quantitative approach.

3.2 Quantitative approach

The quantitative approach has been used to achieve the following objectives:

- To find the level of awareness of Sexual Violence on women.
- To study the awareness of legal provisions associated with Sexual Violence against women.
- To understand the most influential mass media in creating awareness about Sexual Violence against women.
- To suggest a framework using mass communication as a tool, to create awareness and control Sexual Violence against women.

Initially the researcher developed a measuring tool to measure the level of awareness of SV on women, awareness of legal provisions associated with SVW and the most

influential mass media in creating awareness about SVW. Later she also developed a measuring tool to measure Social dominance orientation, Self-efficacy towards control of SVW, Media Exposure, Attitude, Intention, Subjective norms towards control of SVW to develop a framework. The succeeding section focuses on the development of *measuring instrument*.

3.2.1 Measuring instrument

3.2.1.1 Awareness level of SVW. To develop a measuring instrument for awareness level of SVW many factors have been taken into consideration such as individual's awareness (Meager et al., 2002) about SVW, myth related to SVW (Berkmen & Seçim, 2019), symptoms of victim and individual's knowledge regarding the actions to be taken in case of SVW (Alpaslan, 2014; Finkelhor, 1997; Osadan & Reid, 2015). Earlier numerous studies (Cresswell, 2014; Karakoc & Donmez, 2014) indicated that the myth acceptance (Berkmen & Seçim, 2019) could be taken as primary parameter to measure awareness of SVW. These myths include erroneous belief regarding the victims, perpetrators and the actions that should take place during the SVW (Cromer & Goldsmith, 2010, Łyś, 2021). However, believe in myths are not the only factors that represent the awareness levels. The symptoms that can be observed in victims and the knowledge of the individual regarding the actions to be taken in case of SVW also influence the awareness levels. SVW can manifest symptoms of an emotional as well as physical nature and behavioral changes, like loss of appetite, sleeping problems, low self-esteem, distractibility, and decreased educational success (Alpaslan, 2014; Finkelhor, 1997; Osadan & Reid, 2015; Yakut & Korkmaz, 2013). Another indicator of awareness would be the knowledge of steps that should be taken after SVW (Berkmen & Seçim, 2019).

During the literature review it was found that the scale for measuring individual's acceptance of rape myth (Łyś, 2021) and sexual harassment myth (Lonsway et al., 2008) are available. Martha R. Burt first described rape myth. According to her, rape myths are "prejudicial, stereotyped or false beliefs about rape, rape victims and rapists" (Burt, 1980, 217) She identified myths like 'usually people believe that perpetrator is always stranger

in typical rape.’ Burt put this false believes in the list of myths, which are also supported by several research studies (Iconis, 2008; Moyano et al., 2017; Sarmiento, 2011; Waterhouse et al., 2016), even the recent NCRB (2019) report shows that 93% rape victims were familiar to their perpetrator before the rape. Other rape myths consist of victim blaming and suggesting that the victim invite the perpetrator by their actions for instance: wearing revealing clothes or by consuming alcohol (Chudasama et al., 2013; Saunders, 2018).

Earlier many studies used Illinois Rape Myth Acceptance Scale (IRMAS) (see Appendix: B) to measure an individual’s acceptance of rape myths; Payne with his colleagues in the year 1999 prepared this scale (Łyś, 2021). It is a self-reported measure containing 45 items (Payne et al., 1999). This scale is highly correlates with Brut Rape myth acceptance scale (Thelan & Meadows, 2021). However, McMahon and Farmer (2011) argued that people stopped believing in certain myths due to their social development (Martimianakis, 2019) therefore a new updated scale is required to measure individual’s acceptance of rape myths. They developed updated version of this scale in 2011.

Based on the earlier available evidence that the level of rape myth acceptance varies across cultures and countries (Barn & Powers, 2018; Heaven et al., 1998; Lee et al., 2005; Schneider et al., 2009; Stephens et al., 2016; Yamawaki & Tschanz, 2005) the researcher uses only 4 items of this scale in the instrument, which is suitable in the Indian context.

4 items of sexual harassment myth acceptance scale have also been included in the instrument to measure myth acceptance about SVW. This scale was devolved by Lonsway and his team in the year 2008. The authors developed this scale by using the IRMAS as a template and termed it as ‘Illinois Sexual Harassment Myth Acceptance (ISHMA) Scale’ (Lonsway et al., 2008). Herrera et al. (2018) (see Appendix-C) discussed three types of sexual harassment in their research study such as unwanted sexual attention, gender harassment and sexual coercion. This scale measures myth related to all types of sexual harassment.

Based on earlier literature and arguments that myth acceptance corresponds to a greater likelihood to commit SVW as well as less awareness level (Thelan & Meadows, 2021). The researcher developed an instrument to find awareness level of SVW, in which 4 items of IRMAS, 4 items of ISHMA, which contains 20 items, and 4 items of general awareness have been incorporated. The items were measured on a 7-point Likert scale ranging from “strongly disagree” to “strongly agree”).

3.2.1.2 Awareness of legal provisions associated with SVW. To find the awareness of legal provisions associated with SVW, 4 sections 375, 376, 377 and 354 of IPC have been taken into consideration. A self-reporting questionnaire containing 4 items as, I do know about section 375 of IPC, I do know about section 376 of IPC, I do know about section 377 of IPC and I do know about section 354 of IPC on the 7-point likert scale have been designed to measure awareness of legal provisions associated with SVW (Nazim et al., 2019) where 1 represent very untrue and 7 represent very true for me.

3.2.1.3 An instrument to measure the most influential mass media in creating awareness about SVW. A rank scale has been designed to measure the most influential mass media in creating awareness about SVW (Alvo & Xu, 2017). The researcher assigned 1 rank to the most influential mass media and 5 to least influential mass media. She framed the question on likert scale (Deng et al., 2017) such as:

Rank the following mass media platforms in order of 1 to 5, to provide your opinion on how influential the following news / advertising /entertainment mass media platforms in creating awareness about SVW. Where 1 is the most influential and 5 is the least influential platform.

The researcher provided the option among Traditional Media, Television, Radio, Print Media and Online media. To avoid any repetition of rank the researcher requested the respondents to avoid repetition of ranks.

3.2.1.4 Social dominance orientation. To measure social dominance orientation, the most recent SDO-7 a unidirectional scale has been used, it constitutes with sub-dimensions SDO-Egalitarianism (SDO-E) and Dominance (SDO-D) and SDO-D measures the dominance over the group, it indicates the inclination towards a group based

hierarchy system in which a high-status group forcefully suppress the lower group. On the other hand, SDO-E measured the inequality in the group system means inclination towards a group-based dominance where group-based inequality is maintained by an interrelated network of subtle hierarchy-enhancing ideologies and social policies (Ho et al., 2015) (see appendix D).

3.2.1.5 Self-efficacy towards control of SVW. To measure self-efficacy towards control of SVW, 8 items (self-report measure of the respondents' level of agreement that they can resist and report an act of SVW) has been used (Calhoun & Gidycz, 2002). This scale is a representation of Bandura's concept of self-efficacy covering the domain of SVW. Statements are assessed with a 7-point Likert scale of responses that range from "strongly disagree" to "strongly agree." The items are summed to attain a sum-total self-efficacy level.

3.2.1.6 Media Exposure. To measure media exposure of content that portray SVW, a self-reporting questionnaire containing 5 items have been designed. This scale is an adaptation of Hammer's media exposure scale, covering the domain of SVW. Statements are assessed with a 5-point Likert scale of responses that range from "never" to "always".

Hammer's media exposure scale measures the impact of media exposure on the individual's behaviour. It measures both the content and the frequency of audience's media exposure, regardless of the way of media consumption (e.g., via Internet, television or games). This scale measures media exposure throughout different media channels instead of limiting itself to one or a few media channels (Bleakley et al., 2008). This scale is very easy to implement in all types of studies relating to media use and its effects (e.g., field experiments, longitudinal studies or laboratory experiments) and the scale may also be applied to different age-groups (Hammer, 2017).

3.2.1.7 Attitude, Intention, Subjective norms towards control of SVW. To assess an individual intention towards control of SVW the two constructs of the theory of planned behavior were used (Ajzen, 1991). The relative importance of attitude and subjective norm in predicting intention fluctuate according to the different situations to which the theory is applied. According to TPB, human behavior is based on behavioral

beliefs, that is the possible consequences of human behavior leading to a favorable or unfavorable behavioral attitude, on normative beliefs, which would be the social pressure on behavior and on beliefs about control, referring to factors that can impede or facilitate the performance of the individual (Ajzen, 1991). The attitude towards control of SVW is measured with the reporting and resisting of SVW. The Subjective norms towards control of SVW were considered as reporting and resisting SVW. In this research, control of SVW refers as the restriction of activity of SVW, which is further defined with two variables reporting and resisting of SVW incidents (Caputi et al., 2019). Hollander in 2018 opined in her research paper that reporting could be a good tool to reduce the number of SVW cases. 6 items have been used to measure attitude towards control of SVW, Intention towards control of SVW, attitude and subjective norms towards control of SVW respectively. This scale is an adaptation of Ajzen concept, covering the domain of SVW. Statements are assessed with a 7-point Likert scale of responses that range from “strongly disagree” to “strongly agree.”

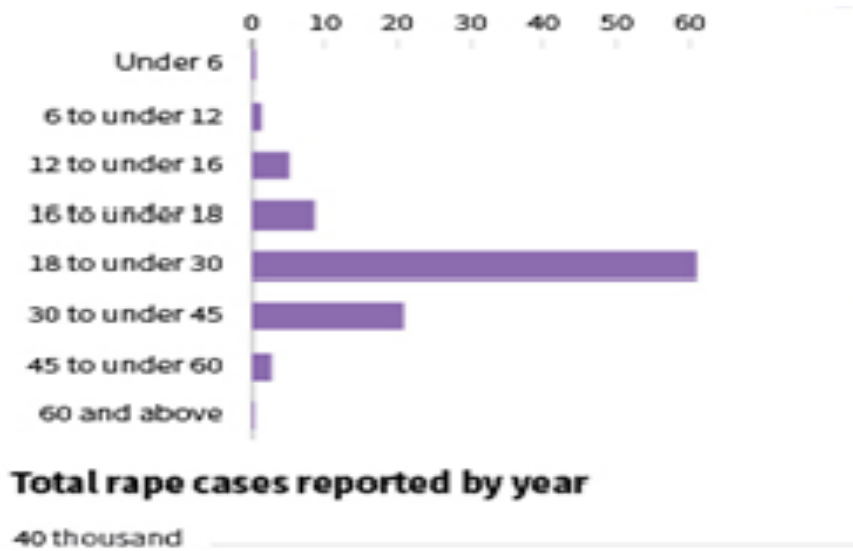
3.2.2 Sampling design

For this research study, females between 18 and 45 years age group and males between the 16 and 60 years age group were selected from mass audience. The researcher used convenient sampling to select them. According to Webster & Pahlen (1996) “mass audience” is a large group of a people mostly unknown to each other that are unified through exposure to media. Approximately 500 online and 700 offline questionnaires were circulated among the populations. Total 150 Completed questionnaires were received through online mode and 400 in offline mode. The researcher also collected 50 responses from illiterate males and females through schedule. In which 25 were male respondents and 25 were females.

According to NCRB (2019) report the females of the 18-45 years age group is the most vulnerable (Figure 3.1) to SVW, therefore the researcher chosen this age group as a population of this research study. The lower age of the male population has been taken as 16 years that is based on the NCRB (2019) report which shows the males above the age of 16 years are more often involves in sex crimes. The upper age group of the male population has been taken as 60 years, which is based on the research study that shows that men possess sexual desire till the age of 60 years (Beutel et al., 2008).

Figure 3.1

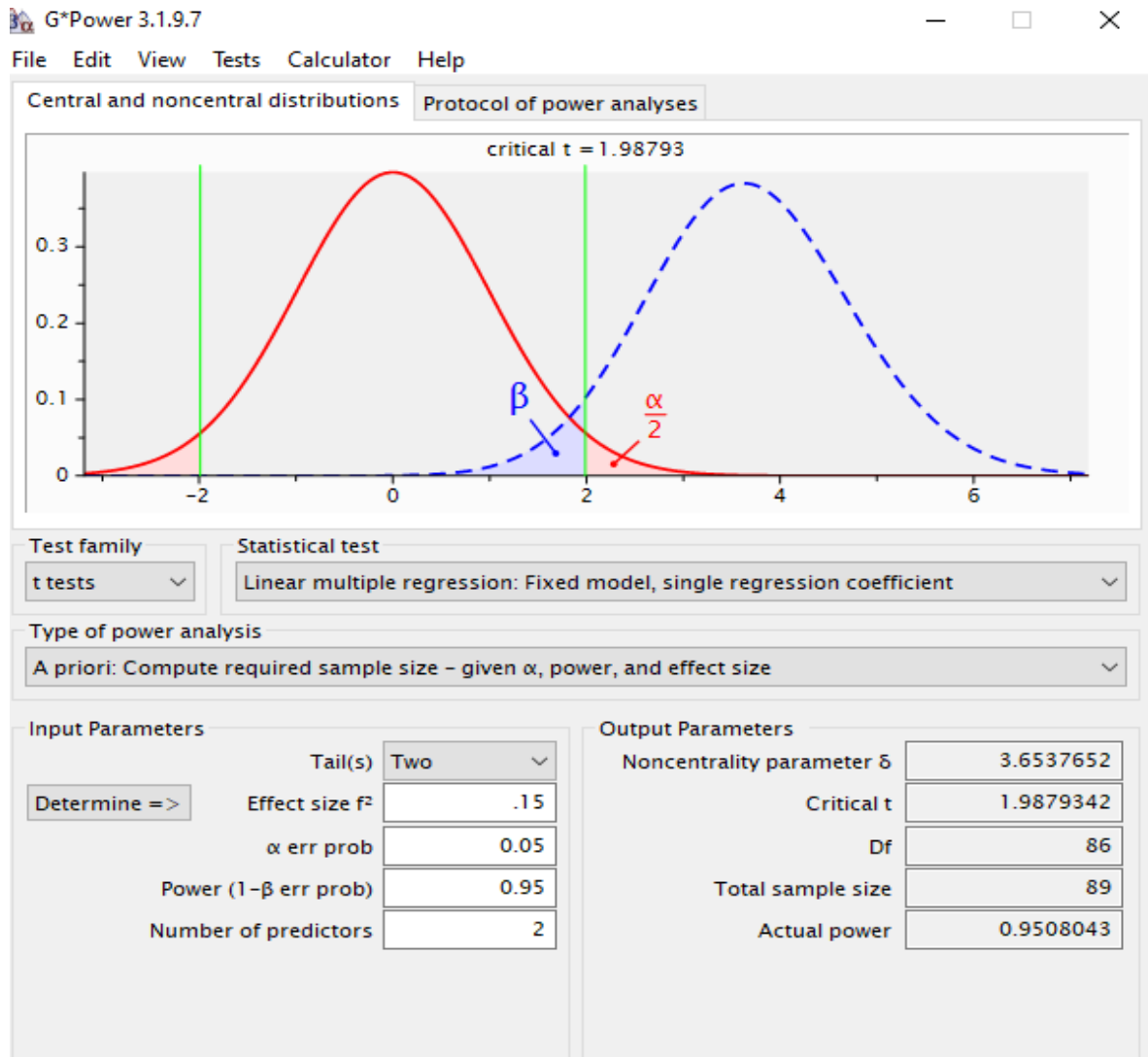
Age group of victims (NCRB,2019)



3.2.2.1 Sample Size. The minimum required sample size was calculated with the help of G*Power software version 3.1.9.7 (Faul et al., 2009). The computed minimum sample size was 89 at a level of significance of 5%, statistical power of 0.95, and average effect size ($f^2 = 0.15$). The sample size of 510 respondents enables PLS-SEM estimation possible (Figure 3.2).

Figure 3.2

Sample size estimation through G Power software (3.1.9.7 version)*



3.2.3 Data Collection tool

3.2.3.1 Survey and Schedule. The conceptual framework in Figure 2.3 has been tested on the data collected through schedule and survey, which is a good tool for measuring the awareness level, of an individual, attitudes and orientations of large populations. The survey research method is one of the most pivotal areas of measurement

in applied Social Science research. The wide area of survey research circumscribes any measurement method that involves asking questions of respondents. Surveys can be segregated into two categories: the interview and the questionnaire. Questionnaires are generally pen-paper instruments or online that the respondents complete by themselves, and interviews are based on the verbal answers of respondents, which are noted or recorded by the researcher. Again, the distribution techniques divided it into a wide range of forms such as oral surveys, written surveys and electronic surveys. In this research, the researcher has used both web-based electronic and written surveys questionnaire as the method of data collection tool because it's very convenient, economical and due to Covid-19 protocols she was not allowed to visit many places to collect responses physically. She circulated the questionnaire through e-mail and WhatsApp messages. Before COVID-19 and during the COVID-19 relaxation period she also tried to collect data in offline mode.

The researcher adopted both online and offline survey due to COVID-19 pandemic. She used Tailored design method (Dillman, 2000) to get a high response rate in online survey. A pre-notice mail was circulated to the respondents to participate in the survey. For offline survey, the permission was taken from the head of the institution, organizations and houses to conduct the survey. The researcher has taken care of all precaution for COVID-19 pandemic during the collection of data. After few days of pre-notice, an e-mail that contains the cover letter and a link to the questionnaire has been sent to the participants. The researcher has also sent reminder e-mail after a week of questionnaire distribution.

The researcher also used schedule to collect data from illiterate respondents. For this she visited personally to the places of respondents and requested them to provide their views about the items mentioned in the questionnaires. Initially they were not ready to participate; however, after telling them the purpose of study they all participated in the schedule. It took almost a week to collect their responses.

The researcher has designed a well-structured questionnaire to conduct a schedule for illiterate respondents. The schedule contains a set of questions, which are asked by an interviewer. Later the interviewer filled the form with the answer received during the interview. The survey and schedule have much in common, particularly the fact that in

both cases the wordings of the questions are the same for all the respondents (Gangrade, 1982).

3.3 Qualitative approach.

Qualitative methods are believed to explain persons' thoughts by means of their internal interactionism viewpoint. The aim to this approach is to achieve a better understanding of social situations. The main aim of this method is to highlight the structures, processes and interpretation's patterns of the concerned social reality, by studying an inside vision. In this sense, qualitative methods have used to achieve two objectives: to study the portrayal of SVW in media and to analyze the cultural and social norms affecting SV on women (Helfferrich, 2004; Kappler, 2012). Mishra (2016) suggested in his research study that the best data collection approach in social issues is focus group discussion. Therefore, the author has adopted focus group discussion as a data collection tool for two objectives in this study, which might open new possibilities for knowledge.

Initially the researcher designed guidelines for qualitative focus group discussion. Later following the rules of theoretical sampling, she collected data from 7 focus groups discussion (with the experts in concerned area). A literal translation from the Indian languages title into English is not possible, therefore the researcher did a close translation. She followed the system of analytic transliteration of conversations developed by Squires (Squires, 2009).

To extract the meaning from data, Grounded Theory (Charmaz, 2006) was used. Grounded Theory was found to be the most appropriate for this research study. This scientific method is focused on the identification and explanation of social issues (Haig, 1995) by answering socially purposeful questions of what is happening and why (Douglas, 2004). It has been well argued that Grounded Theory is particularly suitable when "the topic of interest has been relatively ignored in the literature or has been given only superficial attention" (Goulding, 2002, 55). To conduct the research study the researcher initially developed two questions based on grounded theory. The questions are as follows:

- How does media represent SVW?
- What social and cultural norms do affect sexual violence against women?

After preparing the questions the researcher started collecting data by conducting focus group discussion. The next section explains the sample design and data collection tool.

3.3.1 Sampling Design

3.3.1.1 Sampling. Purposive sampling is used to choose the experts from the area of law, social work, media, and academics psychiatric and medical fields. Some police officers and bureaucrats have also participated in the focus group discussion but due to their professional obligations their name has kept as anonymous.

3.3.1.2 Sample Size. Each online focus group contains 6 experts of similar profession In offline focus group total 14 academicians have participated, which is appropriate for the focus group discussion (Krueger & Casey, 2015). Overall total 50 participants participated in 7 different focus groups. The maximum number of focus group discussion has been decided on the concept of theoretical saturation. Theoretical saturation is a criterion for judging when to stop sampling in qualitative research study (Saunders et al., 2018).

3.3.2 Data Collection Tool (Focus Group Discussion)

The researcher conducted 6 online and 1 offline focus group discussion (Krueger & Casey, 2015) to collect data for above stated questions. Focus group discussion is traditionally used in Social Science research (Merriam, 2009) to collect data. According to Krueger & Casey (2000, 4) “A focus group is a special type of group in terms of purpose, size, composition, and procedures”. Here the researcher has conducted focus group discussion to bring experts together and know about their perspectives on a media portrayal of SVW, social and cultural norms affects SVW (Krueger & Casey, 2015; Richards & Morse, 2013; Korff et al., 2016). Initially the e- invitation has been sent to the

experts for the participation in the focus group discussion. After receiving their consent, a meeting link in Microsoft teams has been generated and sent to the participants. The focus group discussion was conducted on the pre decided day. The discussion was done in three sections; the first section was started with the introduction of the participants, a brief about the purpose and instructions for discussion. Later two sections focused on the core questions of the research.

Conclusion

After discussion of detailed research design of this research study the next chapter discusses the statistical techniques used to analyze the collected data.

CHAPTER 4

DATA ANALYSIS

4.1 Introduction

This chapter presents the detail of the statistical techniques applied on the data, which were collected during the pre-test and pilot test phase. It also illustrates the validation of the instrument selected for this study and present the statistical techniques applied on the data (collected on final stage) to accomplish the research objectives. As a part of justification of the selected techniques, the reference of relevant study was also mentioned as and when the context appeared. In the succeeding sections the researcher discussed the data purification process, normality test, the validation of the tools of the study, application of grounded theory and data analysis justifying the stated objectives of the study. The discussion starts with the quantitative approach.

4.2 Quantitative approach

4.2.1 Data Purification

Initially the researcher cleaned the data by detecting and modifying, deleting or replacing incomplete, incorrect, improperly formatted, or duplicate, or irrelevant records (Allen, 2017). As the impact of missing data on quantitative research may govern to biased estimates of parameters, loss of information, decreased statistical power, increased standard errors and weakened generalizability of findings (Dong & Peng, 2013). The researcher has been identified the missing data issue in the first step of data analysis. In this research study the researcher has circulated approximately 500 online and 700 offline questionnaires among the populations and received only 150 questionnaires through online and 450 in offline mode (in which 400 through survey and 50 through schedule). However, this research study has not focused on the problem of non-response occurrence due to refusal of respondents. Here missing data is referred to those cases in which the respondents have missed one or two questions on a survey but answered the rest. By going through the data, the researcher found only 29 cases in which the respondents have

left three to four questions. The researcher has eliminated those responses from the data analysis process because the percentage of missing data was coming below 5%, that is 4.83% and which is acceptable in social science research (Schafer, 1999).

4.2.2 Normality Test

The researcher decided to apply parametric tests to check the hypothesis therefore she checked, the data follows a normal distribution or a Gaussian distribution (after Johann Karl Gauss, 1777–1855) (Ghasemi & Zahediasl, 2012). The researcher conducted (Kolmogorov-Smirnov) K-S test and Shapiro-Wilk tests in the SPSS to check the normality of data (Elliott & Woodward, 2007; Oztuna et al., 2006).

For the Shapiro-Wilk tests the researcher received the p-value greater than .05 ($P > .05$) for all the variables (Ghasemi & Zahediasl, 2012; Gupta et al., 2019; Shapiro & Wilk, 1965). Later she did the visual inspection of their (data) histograms, normal Q-Q plots and box plots which showed that all the variables were approximately normally distributed for both males and females. After getting the results of normality, the researcher checked the validity of the instrument and afterwards started objective wise data analysis.

4.2.3 Validation of the Instruments of the Research Study

According to (Straub, 1989), validation of instrument, internal validity and statistical conclusion validity (estimation of the mathematical relationships between variables in the research) strengthen the empirical research. Therefore, the researcher did the instrument validation, internal validation and tested the reliability (Straub, 1989). The following section 4.2.3.1 discusses the Statistical conclusion validity of the instrument.

4.2.3.1 Statistical conclusion validity. This section focuses on the statistical conclusion validity of the instrument.

4.2.3.1.1 Internal validity. To reduce the threats of internal validity, the researcher did a systematic review of literature and recognized multiple variables that might be alternative explanations for control of SVW in the framework. The survey and schedule were used to collect data; however, it is impossible to eradicate the risk of alternative explanations.

4.2.3.1.2 Instrument validity. The researcher checked Convergent Validity, Discriminant Validity and Reliability (evaluation of measurement accuracy) to validate the instrument validation (Straub, 1989). The researcher followed multiple steps to validate the instrument.

4.2.3.1.3 Face validity. To check the face validity the questionnaire was circulated to 6 experts of the concern area such as legal issues, media and experts in quantitative research methods. The experts requested to give views on the appearance of the questionnaire in terms of clarity of the language, consistency of style, formatting feasibility and readability (Oluwatayo, 2012). In order to examine the face validity, the dichotomous scale with categorical option of “Yes” and “No” was used. Later Cohen’s kappa coefficient (k) calculated to check inter-rater reliability. The received value of K was .78, which is acceptable ($K > .60$) (DM. et al., 1975). Therefore, the instrument is reliable for measuring concern constructs.

4.2.3.1.4 Pretest. The first draft of the instrument was subjected to a qualitative testing of construct validity and reliability in pre-test stage (Straub, 1989). Total twenty respondents were requested to complete the survey. After the completion of survey, the participants would ask to evaluate the questionnaire. After ten respondents completed the pre-testing, the researcher modified the questionnaire according to the respondents’ feedback and the same procedure was repeated with another 10 respondents. Additionally, information gathered in the pre-test was the time required to complete the survey is approximately between 12 and 16 minutes.

4.2.3.1.5 Pilot test. In order to further validate the instrument, a pilot survey of randomly selected 300 respondents was carried out. The Cronbach alphas and composite reliability (Fornell consistency) was calculated for both indicators are listed in Table 4.1. The researcher followed the basic rule that the coefficients should be above .70 to show good internal consistency.

Table 4.1

Cronbach alphas and composite reliability

| Construct | Cronbach alphas | Composite reliability |
|------------------|------------------------|------------------------------|
| SDO | 0.810 | 0.876 |
| SVAW | 0.826 | 0.874 |
| ATCSVAW | 0.838 | 0.881 |
| ITCSVAW | 0.909 | 0.929 |
| SNCSVAW | 0.860 | 0.898 |
| SETCSVAW | 0.862 | 0.894 |
| ME | 0.776 | 0.847 |

After checking the reliability, the researcher checked the validity of the instrument by using PLS-SEM. The following section discusses the process.

4.2.3.1.6 Convergent validity and Discriminant validity. Convergent validity was established through average variance extracted (AVE), accepted value greater than 0.5 (Hair et al., 2017). The discriminant validity was evaluated using the Fornell-Larcker criterion and HTMT (heterotrait–monotrait ratio of correlations) (Hair et al., 2017). Table 4.2 illustrates the value of Outer loadings, Cronbac’s Alpha (α), rhoA, Composite Reliability and AVE of the variables. The value of AVE for SVAW, SETCSVAW, SDO,

ATCSVAW, SNCSVAW, ITCSVAW and ME is greater than ($>.0.5$), therefore Convergent validity has been established.

Table 4.2

Measurement Model Accuracy Assessment

| Research Constructs | PLS Items | Code | Outer loadings | Cronbac's Alpha (α) | rhoA | Composite Reliability | AVE |
|--|-----------|------|----------------|------------------------------|-------|-----------------------|-------|
| Awareness of Sexual Violence against women | SVAW1 | | 0.712 | 0.826 | 0.831 | 0.874 | 0.537 |
| | SVAW2 | | 0.749 | | | | |
| | SVAW6 | | 0.778 | | | | |
| | SVAW7 | | 0.690 | | | | |
| | SVAW10 | | 0.662 | | | | |
| | SVAW11 | | 0.794 | | | | |
| Self-efficacy towards control of sexual violence against women | SETCSVAW2 | | 0.733 | 0.862 | 0.865 | 0.894 | 0.547 |
| | SETCSVAW3 | | 0.747 | | | | |
| | SETCSVAW4 | | 0.758 | | | | |
| | SETCSVAW5 | | 0.742 | | | | |
| | SETCSVAW6 | | 0.678 | | | | |
| | SETCSVAW7 | | 0.763 | | | | |

| | | | | | | |
|---|-----------|-------|-------|-------|-------|-------|
| | SETCSVAW8 | 0.753 | | | | |
| Social dominance orientation | SDO3 | 0.763 | 0.810 | 0.826 | 0.876 | 0.641 |
| | SDO4 | 0.688 | | | | |
| | SDO7 | 0.875 | | | | |
| | SDO8 | 0.862 | | | | |
| Attitude towards control of sexual violence against women | ATCSVAW1 | 0.728 | 0.838 | 0.856 | 0.881 | 0.554 |
| | ATCSVAW2 | 0.562 | | | | |
| | ATCSVAW3 | 0.774 | | | | |
| | ATCSVAW4 | 0.766 | | | | |
| | ATCSVAW5 | 0.818 | | | | |
| | ATCSVAW6 | 0.791 | | | | |
| Subjective norms towards control of sexual violence against women | SNCSVAW1 | 0.823 | 0.860 | 0.894 | 0.898 | 0.601 |
| | SNCSVAW2 | 0.577 | | | | |
| | SNCSVAW3 | 0.860 | | | | |
| | SNCSVAW4 | 0.589 | | | | |
| | SNCSVAW5 | 0.877 | | | | |
| | SNCSVAW6 | 0.858 | | | | |
| Intention towards control of sexual violence against | ITCSVAW1 | 0.813 | 0.909 | 0.910 | 0.929 | 0.687 |
| | ITCSVAW2 | 0.810 | | | | |
| | ITCSVAW3 | 0.817 | | | | |
| | ITCSVAW4 | 0.826 | | | | |

| | | | | | | |
|---|----------|-------|-------|-------|-------|-------|
| women | ITCSVAW5 | 0.868 | | | | |
| | ITCSVAW6 | 0.837 | | | | |
| Media Exposure | ME1 | 0.565 | 0.776 | 0.829 | 0.847 | 0.530 |
| | ME2 | 0.783 | | | | |
| | ME3 | 0.865 | | | | |
| | ME4 | 0.751 | | | | |
| | ME5 | 0.639 | | | | |
| Note: Low outer loadings were reported for SVAW3, SVAW4 SVAW5, SVAW8, SVAW9, SVAW 12, SETCSVAW1, SDO1, SDO2, SDO5 and SDO6 hence they were deleted from analysis. | | | | | | |

After establishing the Convergent validity, the researcher attempted to establish the discriminant validity. Henseler et al. (2016) proposed the heterotrait-monotrait (HTMT) criterion to assess discriminant validity (Voorhees et al., 2016). The HTMT is defined as “the mean value of the item correlations across constructs relative to the (geometric) mean of the average correlations for the items measuring the same construct”. Higher HTMT values indicate a problem of discriminant validity. Henseler et al. (2016) propose a threshold value of 0.90 for conceptually similar structural models. In such a setting, HTMT value below 0.90 indicates that discriminant validity problem is not present. In the present study, all the values are below the threshold of .90 thereby establishing the uniqueness of all the constructs as per the empirical standards as represented in Table 4.3.

Table 4.3*Heterotrait-Monotrait Ratio (HTMT)*

| | ATCSVA W | ME | SDO | SVAW | ITCSVA W | SETCSVA W | SNCSV AW |
|--------------|-------------|-------|-------|-------|-------------|--------------|-------------|
| ATCSVAW | | | | | | | |
| ME | 0.303 | | | | | | |
| SDO | 0.715 | 0.292 | | | | | |
| SVAW | 0.512 | 0.282 | 0.671 | | | | |
| ITCSVAW | 0.714 | 0.327 | 0.589 | 0.509 | | | |
| SETCSVA W | 0.591 | 0.379 | 0.539 | 0.494 | 0.665 | | |
| SNCSVAW | 0.626 | 0.240 | 0.515 | 0.400 | 0.631 | 0.541 | |

Table 4.4 demonstrates the Fornell-Larcker Criterion. The table 4.4 shows that square root of AVE of each construct is higher than its correlation with another construct and each item loads highest on its associated construct. Therefore, discriminant validity has also been established.

Table 4.4*Fornell-Larcker Criterion (Discriminant Validity Assessments)*

| | ATCSVA W | ME | SDO | SVA W | ITCSV AW | SETCS VAW | SNCSV AW |
|---------|-------------|----|-----|----------|-------------|--------------|-------------|
| ATCSVAW | 0.745 | | | | | | |

| | | | | | | | |
|--------------|-------|-------|-------|-------|-------|-------|-------|
| ME | 0.232 | 0.728 | | | | | |
| SDO | 0.592 | 0.245 | 0.801 | | | | |
| SVAW | 0.429 | 0.242 | 0.550 | 0.733 | | | |
| ITCSVAW | 0.641 | 0.268 | 0.507 | 0.442 | 0.829 | | |
| SETCSVA W | 0.516 | 0.317 | 0.453 | 0.425 | 0.590 | 0.740 | |
| SNCSVAW | 0.551 | 0.171 | 0.438 | 0.344 | 0.567 | 0.471 | 0.775 |

After validating the instrument, the researcher started data analysis of each objective. Initially the researcher discusses the data analysis of objectives 2 and 4, which are focusing on the measuring of awareness level of individual and later presents the data analysis process of objective 5,6.

4.2.4 Objective wise Data Analysis

4.2.4.1 Objective 2,4. To measure the level of awareness of SVW and the awareness of legal provisions associated with SVW three categories were developed by converting 7-point likert scale. For conversion the researcher used a method suggested by De Vaus in his book ‘Surveys in Social Research’ in the year 2002. He stated in his book “this approach to collapsing categories has the advantage of letting the data define what is low, medium or high rather than us imposing some external, unrealistic definition” (De Vaus, 2002, 165). He suggested that a 7-point likert scale could be converted in to three categories by dividing it into three equal parts (De Vaus, 2002,165). The three categories with the scores of 1.00-3.33 (indicate low level) 3.34-4.66 (indicate medium level) and 4.67-7 (indicate high level) were achieved by applying the above stated method (De Vaus, 2002; Hassana et al., 2010; Din et al., 2013). Here levels indicate both awareness of

SVW and awareness of legal provisions associated with SVW. The researcher performed all the analysis process in Microsoft Excel, 2019 package.

Table 4.5 illustrates the three categories of level of awareness of SVW, which was extracted from 7-point likert scale. The category was prepared by dividing 7 into three equal parts. The 1.00-3.33 represents low level, 3.34-4.66 represents medium level and 4.67-7 shows high-level awareness level (Hassana et al., 2010; Din et al., 2013).

Table 4.5

Level scale (Awareness of SVW and awareness of legal provision associated with SVW)

| Category | Score |
|----------|-----------|
| Low | 1.00-3.33 |
| Mid | 3.34-4.66 |
| High | 4.67-7 |

4.2.4.2 Objective 5. The researcher used average weighted rankings analysis (Kao, 2010; Quade, 1979; Roszkowska, 2013) to identify the most influential mass media in creating awareness about SVW. Here researcher weighting the criteria by ranks in ascending order by assigning 1 to the most important influential mass media and 5 to least influential mass media (Tzeng et al., 1998).

The researcher used average ranking analysis to identify the most influential mass media in creating awareness about SVW. To evaluate it formula used: $rw = \sum_{i=1}^n r_i w_i = r_1 w_1 + r_2 w_2 + \dots + r_n w_n$, where

w = weight of the ranked position

r = response count for each answer choice

Hence, $rw = r_1 w_1 + r_2 w_2 + r_3 w_3 + r_4 w_4 + r_5 w_5$, where r refers to the rank and w is weight of that rank.

After assigning the ranks to the mass media the researcher evaluated numerical weights corresponding to the ranks. The weight of the ranked positions is applied in reverse order like 5 weightages has given to rank 1 ,4 to rank 2 ,3 to rank 3,2 to rank 4 and 1 to rank 5 respectively. With the help of numerical weights and ranks the researcher calculated the score achieved by each mass media. Based on the concept that highest scored mass media ranked as the most influential mass media, the researcher identified the most influential mass media.

4.2.4.3 Objective 6. Multivariate data analysis was conducted to accomplish the objective 6. There is less theoretical work available on the framework using mass communication as a tool to create awareness and control SVW, therefore partial least squares path modeling (PLS-SEM) was used to validate the proposed framework (Hair et al., 2017). Independent sample t-test and PLS-SEM have been used to test the proposed hypothesis and validate the relationship between the endogenous variables. The succeeding section discusses the hypothesis.

4.2.4.3.1 Hypothesis Testing. This section starts with the hypothesis testing by independent sample t test. Hypothesis 2,4 and 5 have been tested by independent sample t test.

Gender and Social Dominance Orientation

H2: The males have high social dominance orientation than females.

Independent one tail t-test was applied to test the second hypothesis, i.e., *males have high social dominance orientation than females*. The Kolmogorov-Smirnov (K-S) test satisfied the normality condition for the data. Levine's test indicated that variances for the two groups (male and female) were equal, satisfying the assumption of homogeneity of variance. The SPSS does not have an inbuilt function available to calculate the one-tailed t- statistics. Therefore the 2-tailed independent t-test was performed and later, the critical value was compared with the table value for testing the hypothesis. The mean score of SDO of males (M= 6.38; SD =1.29) was significantly greater than the mean score of SDO of females (M = 5.67; SD =1.67); $t(510) = 5.365$, $p =$

.000, CV= 1.96 (2-tailed tailed). Hence, males have high level of social dominance orientation than females (see table 4.6, table 4.7).

Gender and Self-efficacy towards control of SVW

H4: Male and female differ significantly in their self-efficacy towards control of Sexual Violence against women.

Independent t-test was applied to test the fourth hypothesis i.e., *Male and female differ significantly in their self-efficacy towards control of Sexual Violence against women*. The Kolmogorov-Smirnov (K-S) test satisfied the normality condition for the data. Levine's test indicated that variances for the two groups (male and female) were equal, satisfying the assumption of homogeneity of variance. The mean score of SETCSVAW for males (M = 4.99; SD = 1.73) is significantly lower than the mean score of SETCSVAW for females (M = 5.82; SD = 1.69), $t(510) = 5.504$, $p = .000$ CV= 1.96 (2-tailed tailed). Hence, male and female differ significantly in their self-efficacy towards control of Sexual Violence against women (see table 4.6, table 4.7).

Gender and level of awareness of SVW

H5: Male and female differ significantly in their level of awareness of Sexual Violence against women.

Independent t-test was applied to test the fifth hypothesis i.e., *Male and female differ significantly in their level of awareness of SVW*. The Kolmogorov-Smirnov (K-S) test satisfied the normality condition for the data. Levine's test indicated that variances for the two groups (male and female) were equal, satisfying the assumption of homogeneity of variance. The mean score of level of SVAW for males (M = 2.94; SD = 1.78) is lower than the mean score of level of SVAW for female (M = 4.07; SD = 2.48); $t(510) = 5.864$, $p = .000$, CV= 1.96 (2-tailed). Hence, male differs significantly *in their level of awareness of sexual violence against women from females*. (See table 4.6, table 4.7)

Table 4.6

Group Statistics

| Construct | Gender | N | Mean | Std. Deviation | Std. Error |
|-----------|--------|-----|------|----------------|------------|
| | | | | | Mean |
| SDO | 1 | 249 | 6.38 | 1.293 | .082 |
| | 2 | 261 | 5.67 | 1.666 | .103 |
| SVAW | 1 | 249 | 2.94 | 1.788 | .113 |
| | 2 | 261 | 4.07 | 2.487 | .154 |
| SETCSVAW | 1 | 249 | 4.99 | 1.733 | .110 |
| | 2 | 261 | 5.82 | 1.696 | .105 |

Table 4.7

Independent Samples Test

| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | |
|-----|-------|---|------|------------------------------|-----|-----------------|-----------------|-----------------------|---|-------|
| | | F | Sig. | t | df | Sig. (2-tailed) | Mean Difference | Std. Error Difference | 95% Confidence Interval of the Difference | |
| | | | | | | | | | Lower | Upper |
| SDO | Equal | 26. | .0 | 5.3 | 508 | .00 | .711 | .133 | .45 | .971 |

| | | | | | | | | | | |
|--------------|-----------------------------|--------|------|--------|---------|------|--------|------|--------|-------|
| | variances assumed | 313 | 0 | 65 | | 0 | | | 1 | |
| | Equal variances not assumed | | | 5.396 | 487.943 | .000 | .711 | .132 | .452 | .970 |
| SVAW | Equal variances assumed | 71.515 | .000 | -5.864 | 508 | .000 | -1.129 | .193 | -1.508 | -.751 |
| | Equal variances not assumed | | | -5.909 | 472.643 | .000 | -1.129 | .191 | -1.505 | -.754 |
| SETCS VAW | Equal variances assumed | .775 | .379 | -5.504 | 508 | .000 | -.836 | .152 | -1.134 | -.537 |
| | Equal variances not assumed | | | -5.501 | 505.606 | .000 | -.836 | .152 | -1.134 | -.537 |

4.2.4.3.2 Hypothesis testing & Assessment of Measurement Model. Outer model specifications were tested by applying reliability and validity checks for the framework. The framework's indicators were reflective. As suggested by Hair et al. (2019), the first step for assessment of the reflective measurement model involves examining the indicator loadings. The entire indicator reported acceptable and recommended loadings of above 0.70 (Hair et al., 2019). The internal consistency of the scale items was established through Cronbach's alpha coefficient (α) and composite reliability. Convergent validity was established through average variance extracted (AVE), accepted value greater than 0.5 (Hair et al., 2017). The discriminant validity was evaluated using the Fornell-Larcker criterion and HTMT (heterotrait–monotrait ratio of correlations) (Hair et al., 2017). Sections 4.2.3.1.6 presents these values; all the indicators mentioned and show that all values are within the limits established by the researcher.

4.2.4.3.3 Structural Model Assessments. Satisfactory results from the measurement model assessment leads to assessment of structural model. Standard assessment criteria, as suggested by Hair et al., (2020) which include the coefficient of determination (R^2), effect size (f^2), the statistical significance and relevance of the path coefficients for the assessment of structural model, bootstrapping process with recommended 5000 bootstraps were conducted to compute the relevant p values (the statistical significance) and relevance of the blindfolding-based cross-validated redundancy measure (Q^2) for the assessment of structural model.

Collinearity was examined through VIF values, which were found to be below recommended value of 5 (Hair et al., 2017). The inner VIFs were found to be below the threshold limits with Attitude towards control of sexual violence against women, Media exposure, Social Dominance Orientation, Awareness of Sexual Violence against Women, Self-efficacy towards control of Sexual Violence against Women, Subjective norms towards control of Sexual Violence against Women (see table 4.8) Hence, collinearity issues were not reported in the study (Hair et al., 2017).

The study reported SRMR value of 0.08 in the structural model. This value is near to the threshold value of 0.08; hence this indicates that the model had a good explanatory power (Henseler et al., 2016).

Table 4.8

Table inner VIFs

| | ATCSVA W | M E | SD O | SVA W | ITCSVA W | SETCSVA W | SNCSVA W |
|--------------|-------------|--------|---------|----------|-------------|--------------|-------------|
| ATCSVAW | | | | | 1.635 | | |
| ME | | | | 1.064 | | | |
| SDO | | | | 1.064 | | | |
| SVAW | 1 | | | | | 1 | 1 |
| SETCSVA W | | | | | 1.464 | | |
| SNCSVAW | | | | | 1.541 | | |

In the present study ITCSVAW are significantly determined by ATCSVAW, SNCSVAW and SETCSVAW. Here self-efficacy towards control of Sexual Violence against women is used in place of perceived control of Sexual Violence against women (Azine, 2020). The results for structural model assessment and hypotheses testing are reported in table 4.9. Table 4.10 and table 4.11 represents Predictive Relevance of the Path Model Assessments through f^2 effect sizes, Q^2 and Predictive Relevance of the Path Model Assessments Results.

Table 4.9*Structural Model Assessments Result*

| Hypothesis | Path Relationship | Path Coefficient | Sample Mean (M) | t - values | P values | Decisions |
|-----------------|---------------------------|------------------|-----------------|------------|----------|-----------|
| H ₁ | SDO -> SVAW | 0.522 | 0.523 | 11.834 | .000*** | Supported |
| H ₃ | SETCSVAW -> ITCSVAW | 0.294 | 0.298 | 6.760 | .000*** | Supported |
| H ₆ | ME -> SVAW | 0.114 | 0.121 | 2.630 | .009** | Supported |
| H ₇ | SVAW -> ATCSVAW | 0.429 | 0.431 | 10.320 | .000*** | Supported |
| H ₈ | SVAW -> SNCSVAW | 0.344 | 0.345 | 7.444 | .000*** | Supported |
| H ₉ | ATCSVAW - > ITCSVAW | 0.363 | 0.365 | 7.263 | .000*** | Supported |
| H ₁₀ | SNCSVAW - > ITCSVAW | 0.228 | 0.225 | 4.413 | .000*** | Supported |

Source: Source: Researcher' Calculations; Path Co-efficient (**p<0.05, ***p<0.001)

Table 4.10

Predictive Relevance of the Path Model Assessments through f^2 effect sizes

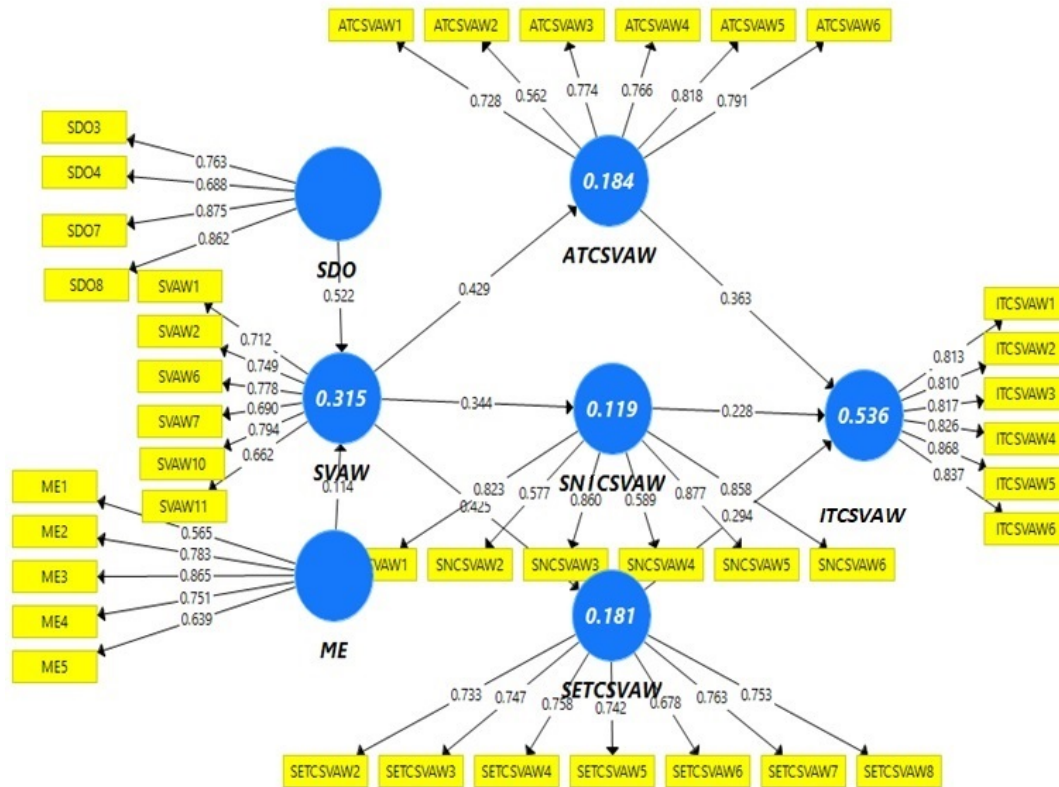
| f^2 effect sizes values | | | | | | | | Q^2 |
|---------------------------|---------------------|----|-----|-------|-------------|--------------|-------------|----------------------------|
| | AT CS VA W | ME | SDO | SVAW | ITCSVA W | SETCSVA W | SNCS VAW | $Q^2 = 1 - \text{SSE/SSO}$ |
| ATCSVA W | | | | | 0.174 | | | 0.025 |
| ME | | | | 0.018 | | | | |
| SDO | | | | 0.374 | | | | |
| SVAW | 0.226 | | | | | 0.220 | 0.134 | 0.029 |
| ITCSVAW | | | | | | | | 0.366 |
| SETCSVA W | | | | | 0.128 | | | 0.021 |
| SNCSVA W | | | | | 0.073 | | | 0.040 |

Table 4.11*Predictive Relevance of the Path Model Assessments Results through R²*

| Constructs | R² values | Adjusted R² values |
|-------------------|-----------------------------|--------------------------------------|
| SVAW | 0.315 | 0.312 |
| ATCSVAW | 0.184 | 0.183 |
| ITCSVAW | 0.536 | 0.533 |
| SETCSVAW | 0.181 | 0.179 |
| SNCSVAW | 0.119 | 0.117 |

Figure 4.1

Structural Model Assessment Results



4.2.4.3.4 Structural Model Analysis.

Social Dominance Orientation and individual's awareness of Sexual Violence against women.

H1: The social dominance orientation has a significant relationship with the individual's awareness of Sexual Violence against women.

With respect to the first hypothesis, the results are shown in Table 4.9 ($\beta = .522$, $p < .001$) indicate that the SDO has a significant relationship with SVAW. Therefore, H1 is accepted, as it evident from the statistical calculations that the SDO impact on SVAW and according to Cohen's (1988) test is of large effect size, having obtained a value of $f^2 = 0.374$, which indicates that the social dominance orientation contributes mainly to the power of prediction of the individual's Awareness of Sexual Violence against women.

Self-efficacy towards control of Sexual Violence against women affects an individual's intention towards control of Sexual Violence against women.

H3: Self-efficacy towards control Sexual Violence against women affects an individual's intention towards control of Sexual Violence against women.

Regarding the third hypothesis, the results are shown in Table 4.9 suggested that Self-efficacy towards control of Sexual Violence against women has significant affects on the ITCSVAW ($\beta = 0.294$, $p < .001$). Therefore, H3 is accepted, as the 53.6% change in intention to control of Sexual Violence against women attributed due to Self-efficacy towards control of Sexual Violence against women, but the effect size is minimal in size (Cohen, 1988), having obtained a value of $f^2 = 0.128$, which vindicated that the Self-efficacy towards control Sexual Violence against women has minimal contribution in the power of prediction of the individual's intention towards control of Sexual Violence against women.

Media exposure and awareness of Sexual Violence against women

H6: Media exposure to content that portrays Sexual Violence against women has a positive relationship with the individual's awareness of Sexual Violence against women.

With respect to the sixth hypothesis, the results are shown in Table 4.9 ($\beta = .114$, $p < .05$) indicate that the Media exposure to content that portrays sexual violence against women has a significant positive relationship with the individual's awareness of Sexual Violence against women. Therefore, H6 is accepted, as it evident from the statistical calculations that the Media exposure to content that portrays Sexual Violence against women has impact on individual's awareness of Sexual Violence against women and according to Cohen's (1988) test, the effect size f^2 is having obtained a value of $f^2 = 0.018$, which indicates that the Media exposure to content that portrays Sexual Violence against women has minimal contribution on the individual's awareness of Sexual Violence against women.

Awareness of sexual violence against women and attitude, intention, subjective norms towards control of sexual violence against women

H7: Awareness of Sexual Violence against women influences attitude towards control of Sexual Violence against women.

With respect to the seventh hypothesis, the results are shown in Table 4.9 ($\beta = .429$, $p < .001$) indicate that the SVAW has a significant relationship with attitude towards control of Sexual Violence against women. Therefore, H7 is accepted, as it evident from the statistical calculations that 18.4% of change in ATCSVAW attributed due to SVAW and according to Cohen's (1988) test is of large effect size, having obtained a value of $f^2 = 0.226$, which indicates that the Awareness of Sexual Violence against women contributes mainly in the power of prediction of the attitude towards control of Sexual Violence against women.

H8: Awareness of Sexual Violence against women influences subjective norms towards control of Sexual Violence against women.

With respect to the eight hypotheses, the results are shown in Table 4.9 ($\beta = .344$, $p < .001$) indicate that the awareness of Sexual Violence against women has a significant relationship with subjective norms towards control of Sexual Violence against women. Therefore, H8 is accepted, as it evident from the statistical calculations that 11.9% change in subjective norms towards control of Sexual Violence against women attributed due to change in SVAW and according to Cohen's (1988) test the effect size is having obtained a value of $f^2 = 0.134$, which indicates that the awareness of Sexual Violence against women has minimal contribution in the power of prediction of the subjective norms towards control of Sexual Violence against women.

H9: Attitude towards control of sexual violence against women influences intention towards control of sexual violence against women.

With respect to the ninth hypothesis, the results are shown in Table 4.9 ($\beta = .363$, $p < .000$) indicate that the Attitude towards control of Sexual Violence against women has

a significant relationship with intention towards control of sexual violence against women. Therefore, H9 is accepted, as it evident from the statistical calculations that 53.6% change in intention towards control of Sexual Violence against women is attributed due to ATCSVAW and according to Cohen's (1988) test the effect size is having obtained a value of $f^2 = 0.174$, which indicates that the attitude towards control of Sexual Violence against women has minimal contribution in the power of prediction of the intention towards control of Sexual Violence against women.

H10: Subjective norms towards control of sexual violence against women influences intention towards control of sexual violence against women.

With respect to the tenth hypothesis, the results are shown in Table 4.9 ($\beta = .228$, $p < .000$) indicate that the Subjective norms towards control of Sexual Violence against women has a significant relationship with intention towards control of Sexual Violence against women. Therefore, H10 is accepted, as it evident from the statistical calculations that 53.6% change in intention towards control of Sexual Violence against women is attributed due to SNCSVAW, and according to Cohen's (1988) test the effect size is having obtained a value of $f^2 = 0.073$, which indicates that the Subjective norms towards control of Sexual Violence against women has minimal contribution in the power of prediction of the intention towards control of Sexual Violence against women.

4.3 Qualitative approach.

The researcher employed data saturation concept for estimating sample sizes in qualitative research (Guest et al., 2020). After collecting the data, the researcher performed data analysis on the collected data. The following section discusses the analysis process of objectives 1 and 3.

4.3.1 Objective wise Data Analysis

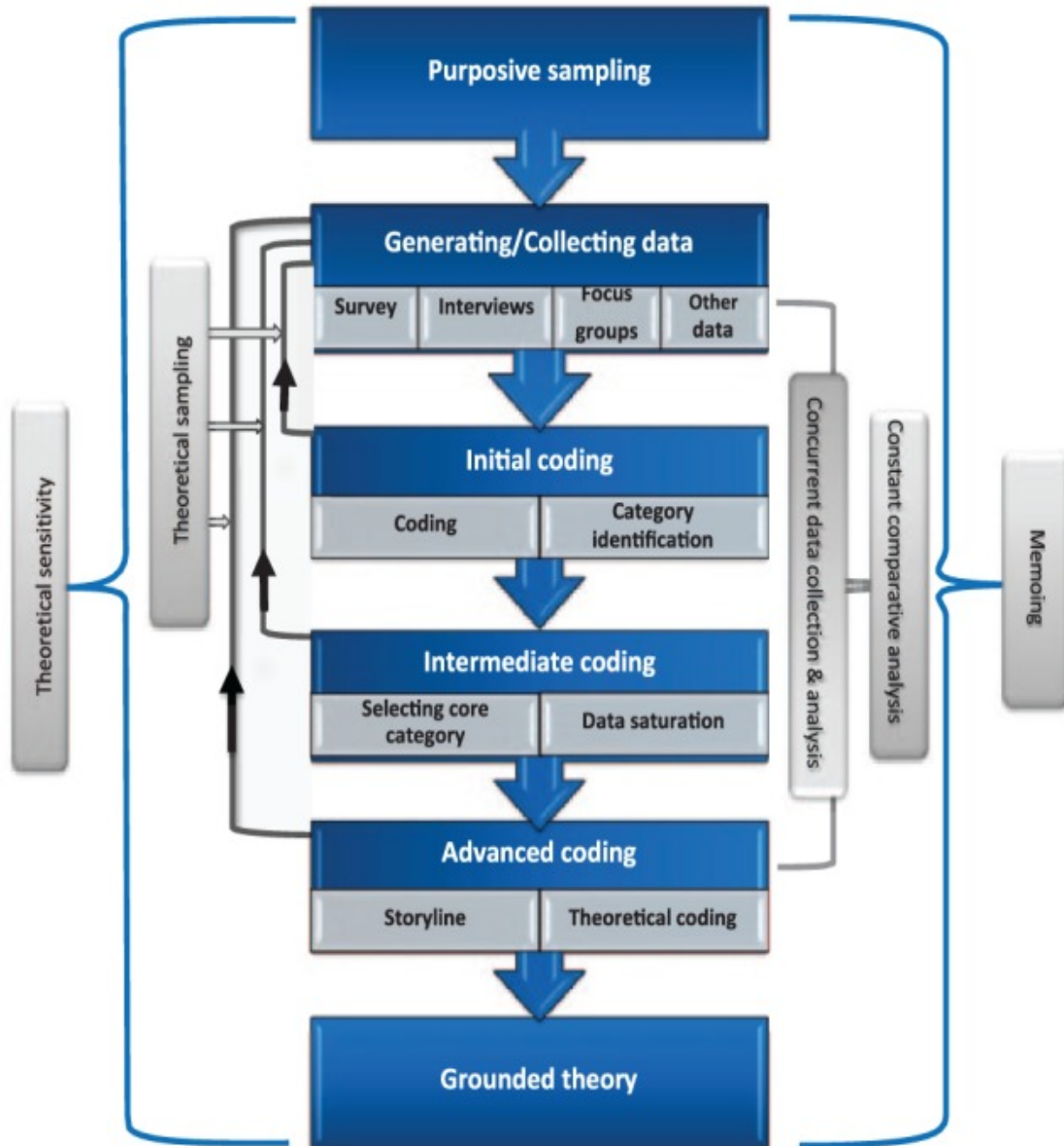
This contains the methodological frame of grounded theory and detail of coding process; it also discusses the three versions of grounded theory in brief.

4.3.1.1 The methodological frame: Grounded Theory. Glaser and Strauss (1967) introduced the Grounded Theory to analyze the data in the medical field (for instance: the awareness of dying). Later it was applied in the social organization of medical work (Strauss, 1985), sociological, information technology and management field (Kappler, 2012). The main objective of this approach is to discover new theories from the data itself. Initially, it was started with one approach, however, with the extensive development of the theory, it was divided into three approaches (Rieger, 2018). The three approaches of grounded theory are Classic Glaserian grounded theory (Glaser & Strauss, 1967), Straussian grounded theory (Strauss & Corbin, 1990) and Constructivist grounded theory (Charmaz, 2006), they are also referred to as first, second and third-generation grounded theory respectively (Rakhmawati, 2019). Classic Glaserian grounded theory (Glaser & Strauss, 1967) suggests that the initial review of literature or prior knowledge about the topic inculcates the biased approach in researcher. Straussian-grounded theory (Strauss & Corbin, 1990) believed in appropriate literature review before conducting the research. Constructivist grounded theory (Charmaz, 2006) uses a mixed approach towards data analysis that focuses on creating conceptual frameworks or theories through building inductive analysis from the data. This approach underpinnings focus on how participants construct meaning about the area of inquiry (Charmaz, 2006). Here the researcher used the Constructivist grounded theory approach proposed by Charmaz in which theory is generated from the analysis of data.

As per the method suggested by Charmaz (2006) the researcher identified the research problem and then proceeded to the stage of literature review. After collecting the appropriate literature in the field of media portrayal of SVW, cultural and social norms, which are affecting SVW in India. The researcher started the coding process (Rakhmawati, 2019). In brief, the whole research followed the contemporary guidelines set forth by Charmaz (2006) (see Figure 4.2 for reference), which suggested the repetitive process of data collection, coding of data, comparative analysis of data and the concept of theoretical sampling till the theoretical saturation achieved (Glaser & Strauss, 1967; Chun Tie et al., 2019).

Figure 4.2

Process of Constructivist grounded theory



Note this figure was produced by Chun Tie and his team in year 2019 to show the Process of Constructivist grounded theory

The purpose of the present analysis is to develop a theory from collected data for concern filed consequently, the chosen approach for focus group discussion analysis is not limited to the only illustration of the empirical phenomena, but desire to explain them through ‘understanding’ in audience perspective. For these purposes, an intensive process of interpretation is required through a certain coding-procedure prepared in multiple

steps. Charmaz (2006) suggested a method to develop categories, codes and dimensions directly based on the collected data. He also suggested a way for analyzing data and theory construction, as explained previously. In the following paragraphs, the researcher presents the procedures used for the coding and analysis of the focus group discussion.

Initially a complete transcription of the focus group discussion was prepared by following the rules of the system of analytic transliteration of conversations (Squires, 2009). Only the basic transcription of the discussion, which include elements such as overlaps, pauses, intonations, non-verbal communication, stress placed on syllables and words were added. Following the guidelines of Grounded Theory and at the beginning of the coding-procedure, the line-to-line interpretation of each discussion was done. Later researcher interrogated the data and opening its possible dimensions, such as alternative options of action, items that drew researcher's attention, metaphors, tactical strategies and consequences. Finally, the different levels of coding procedure: initial coding, intermediate coding and focused (advanced) coding was done (Charmaz, 2006).

The initial and intermediate codes were merged to generate advanced codes. Later theory was generated from the codes. During this whole process, the researcher prepared memos to understand the process, to keep note of hints and ideas, which further helped in theory generation process. This methodological strategy based on the constructivist approach formulated in the theoretical part of the study.

Conclusion

After discussing the detailed data analysis of qualitative and quantitative approach the next chapter focuses on the findings of all the objectives formulated for this research study.

CHAPTER 5

FINDINGS & DISCUSSION

5.1 Introduction

This chapter sets out the results of the focus group discussion initially assessing the media portrayal of SVW, cultural and social norms affecting SVW. The questionnaire used to quantify the awareness level of SVW, level of awareness of legal provisions associated with SVW and to find the most influential mass media in creating awareness about SVW, are carefully analyzed to confirm that the data collected are presented clearly with the help of tables, pie charts, percentages and graphs, where possible. A Partial Least Squares Structural Equation Modeling (PLS-SEM) and independent sample t-test has been used to test the proposed hypothesis and validate the relationship between the endogenous variables. This chapter begins with descriptive analysis of demographic profile of the respondents, which comprises age, gender, educational qualifications and religion.

5.2 Descriptive Analysis

Table 5.1 illustrates the demographic profile of the respondents, which comprises age, gender, educational qualifications and religion. Respondents in the data constitute a large proportion of female participants that is 51.17% and male participants 48.82% (see figure 5.1). The result shows that the number of female respondents is higher than male respondents. It indicates that females are more enthusiastic and active in participating in SVW related research activities, which further suggests that females are more open to talk about SVW issues than males. It has been observed in the data that in male participants, respondents of aged between 16 to 25 years are higher (77.10 %) than other age groups like 26-35 years (13.25 %), 36-45 years (7.63 %), 46-55 years (1.60%) and 56 and above (0.40%). In female participants aged between 18 and 27 years (83.90%) shows higher participation than other age groups like 28-37 years (11.49 %), 38 and above is 4.59%. The result clearly indicates that in males 16-25 years age group and in females 18-27 years age group are highly active in SVW related activities, which can be seen as a

positive sign in the direction to control or curb SVW because the NCRB (2019) reports says the most vulnerable age group of females belongs to this age group, however the researcher is unable to comment on the age groups of male perpetrator due to the lack of proper evidence on perpetrators age. Based on earlier studies on men's sexual arousal, again it is a good indication because the sexual arousal among men is higher in this age group.

Table 5.1

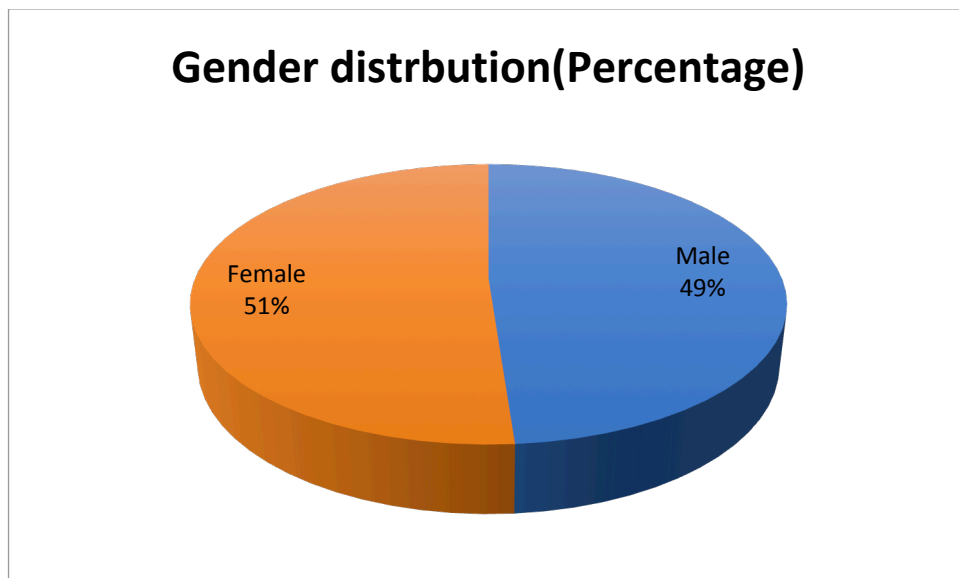
Demographic Profile of the Respondents

| | Categories | Number of respondents | Percentage |
|----------------------------|--------------------|-----------------------|------------|
| Gender | Male | 249 | 48.82 |
| | Female | 261 | 51.17 |
| Age (Male) | 16-25 | 192 | 77.10 |
| | 26-35 | 33 | 13.25 |
| | 36-45 | 19 | 7.63 |
| | 46 -55 | 4 | 1.60 |
| | 56 and above | 1 | 0.40 |
| Age (Female) | 18-27 | 219 | 83.90 |
| | 28-37 | 30 | 11.49 |
| | 38 and above | 12 | 4.59 |
| Literacy among respondents | Literate | 460 | 90.19 |
| | Illiterate | 50 | 9.80 |
| Education | School | 97 | 21.08 |
| | Graduate | 228 | 49.56 |
| | Postgraduate | 110 | 23.91 |
| | Above Postgraduate | 25 | 5.43 |
| Religion | Hindu | 421 | 82.54 |
| | Muslim | 25 | 4.90 |

| | | | |
|---------------------------------|------------|-----|-------|
| | Sikh | 48 | 9.41 |
| | Christian | 13 | 2.54 |
| | Others | 3 | 0.58 |
| Employment Status | Unemployed | 382 | 74.90 |
| | Employed | 128 | 25.29 |
| Locality | Urban | 431 | 84.50 |
| | Rural | 79 | 15.49 |
| Source: Self-Created by Authors | | | |

Figure 5.1

Gender distribution



As indicated in Table 5.1, 90.19% of the respondents were literate and 9.80% are illiterate (Figure 5.2). 90.19% of literate respondent's participation indicated that educated people are not hesitating to talk about SVW. The education is making them more sensitive to the issues related to SVW, however this issue is still taboo among illiterate people. Most of the respondents were well educated, having, noticeably around 49.56% having bachelor's degree. While among them 23.91% are having a Post graduate

degree, 5.43% also holds a doctoral degree and 21.08% completed their schooling. The maximum participation of respondents holding bachelor's degree (see figure 5.3) shows that an individual's understanding towards SVW is fully developed at the graduation level.

Figure 5.2

Literacy among respondents

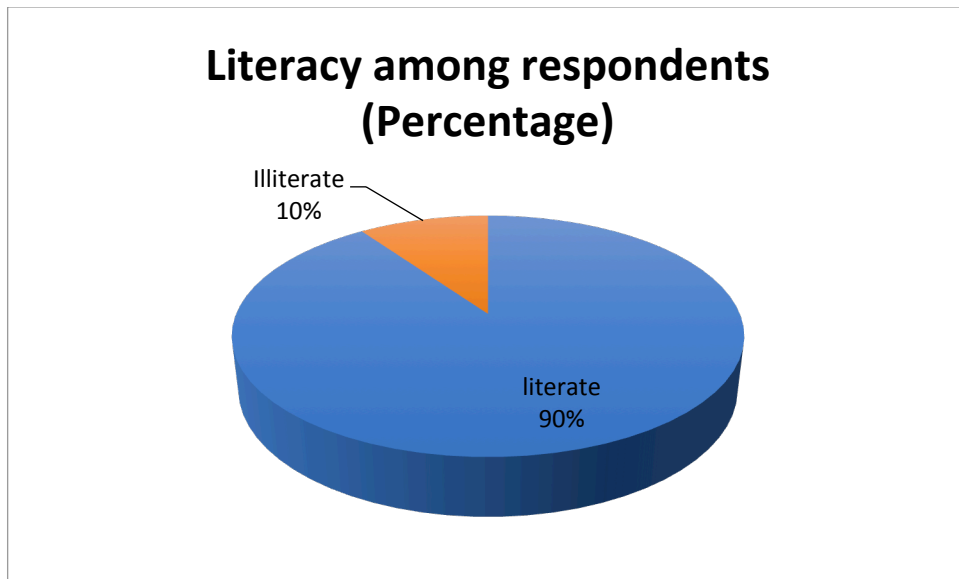
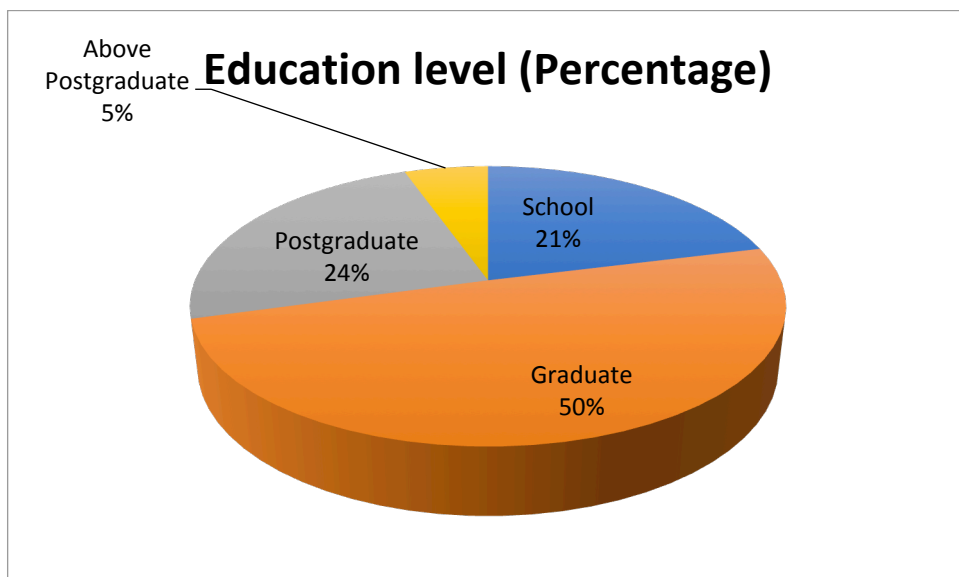


Figure 5.3

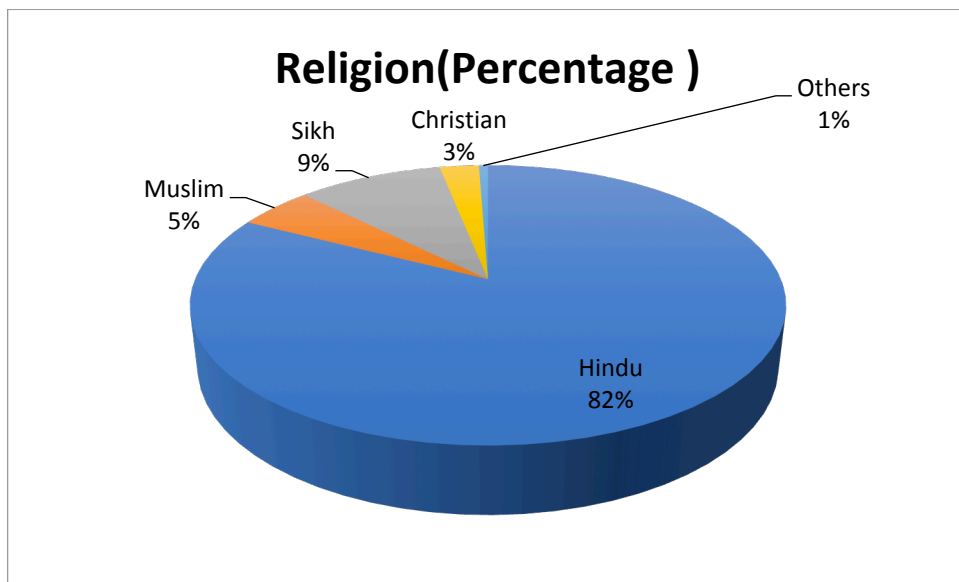
Education level of respondents in percentage



The data of this research study indicated that majority are Hindu i.e., 82.54% and 4.90% were Muslim, 9.41% Sikh, 2.54% are Christian and .58% are others (see 5.4). The participation of majority of Hindus shows that they may understand the issue of SVW in better way than other religions and wants some solution for it.

Figure 5.4

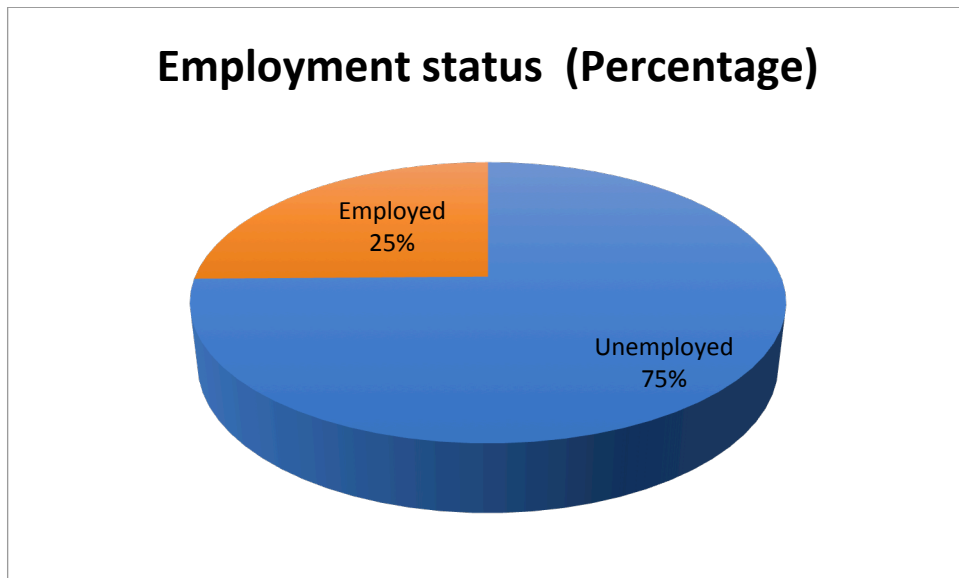
Religion of participants in percentage



Interestingly among these 74.90% are unemployed and 25.29% are employed (see figure 5.5) in the data shows that unemployed people are more sensitive towards this issue as compared to employed respondents.

Figure 5.5

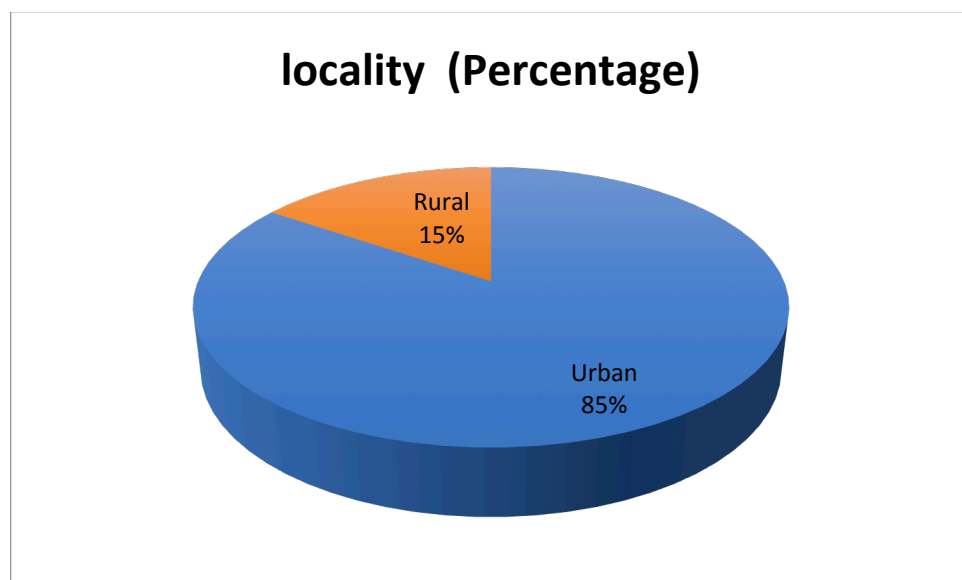
Employment status in percentage



Among the participants 84.50% were residing in urban areas and 15.49% belonged to rural areas (see figure 5.6). The result shows that urban people are more active in SVW related issues.

Figure 5.6

Locality of respondents in percentage



After completing the complete description of demographic profile of respondents, the researcher started discussing the finding of objectives in a chronological order. However, the findings of objectives based on qualitative approach discussed first.

5.3 Findings & Discussion (Objective wise)

5.3.1 Objective: To study the portrayal of Sexual Violence against women in media.

The researcher used Constructivist grounded theory to extract the codes from data. The table 5.2 shows the list of initial code and frequency of codes used by the participants. The analysis of all seven focus groups discussion showed that experts of different groups used these codes (direct terms or similar terms or terms representing the code) several times.

Table 5.2*Codes used by participants (frequency)*

| Code | Frequency of codes used by participants |
|--|--|
| Exaggeration of incident | 97 |
| Political influence | 53 |
| Extensive coverage of high-profile cases | 107 |
| Lack of legal representation | 29 |
| Stereotype gender representation | 50 |
| Sensationalized | 63 |
| Sexualized | 59 |
| Sex object | 51 |
| Normal in society | 32 |

Table 5.2 illustrate the frequency of codes used by the different participants; it shows that participants took exaggeration of incident 97 times, political influence 53 times, extensive coverage of high-profile cases 107 times, lack of legal representation 29 times, stereotype gender representation 50 times, sensationalized 63 and sexualizes 59, sex object 51 times and normal to society 32 times in their conversation. The frequency count indicates that experts used exaggeration of incident and extensive coverage of high-profile cases maximum times. This shows that experts believed that media overemphasize the incident of SVW, and their contents are centered on the high profile (noticeable cases, which has newsworthy ness and power to create attention among the receivers.

Figure 5.7 illustrates the frequency of codes used by the participants of each group. It shows the viewpoint of experts of different professions. Each group has used different terminologies to present their views regarding the portrayal of SVW in media. It took a huge exercise to convert them in initial codes. After identifying the codes, the researcher prepared a comparative table between the codes used by different groups. The result shows that majority of participants of all groups put emphasizes on exaggeration of

incident and extensive coverage of high-profile cases. This indicates that they believe that while portraying SVW, media exaggerate the incident and do extensive coverage of high-profile (noticeable) cases.

Figure 5.7

Frequency of codes used by different groups

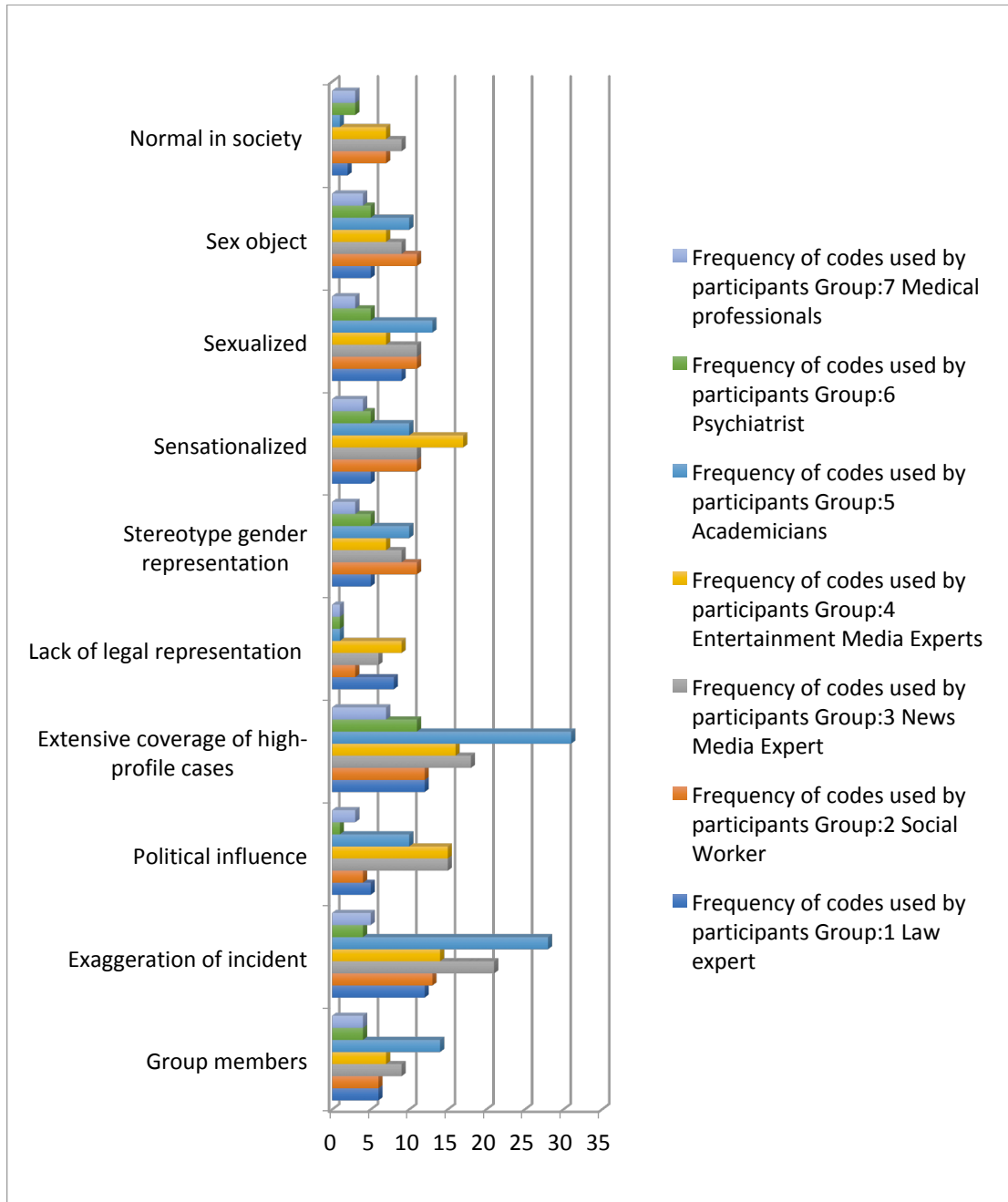


Table 5.3*Coding Process for Media Portrayal of Sexual Violence against Women*

| Raw Data | Initial Coding | Focused Coding | Theoretical coding |
|---|--|---|----------------------------|
| How does media represent sexual violence against women? | Exaggeration of incident | Portray rape myths, portray gender stereotypes, biased representation | Myth and misrepresentation |
| | Political influence | | |
| | Extensive coverage of high-profile cases | | |
| | Lack of legal representation | | |
| | Stereotype gender representation | | |
| | Sensationalized | | |
| | Sexualized | | |
| | Sex object | | |
| | Normal in society | | |

Table 5.3 illustrates the coding process for Media Portrayal of SVW. The researcher followed Charmaz (2006) Constructivist grounded theory to extract the codes. Initially nine codes, portrayal of exaggeration of incident, political influence, extensive coverage of high-profile cases, lack of legal representation, stereotype gender representation, sensationalized, sexualized, sex object and normal in society are generated. Later from these nine initial codes, three focus codes which are the most prevalent or important, and which contribute most to the analysis are extracted from the initial coding. The three final codes generated from this process are myth representation, gender stereotype representation and biased representation. Finally, the researcher used Sbaraini et al. (2011) method to covert these focused code in to theoretical coding. At this stage researcher relates the codes to one another and refines the theme in the theory and

extract the code myth and misrepresentation of SVW. The result showed that media portray myth related to SVW and misrepresents SVW.

Media represent SVW incidents in very appropriate manner by exaggerate the crime incident like how the sexual act performed by the perpetrator. It also narrates the detail of victim's costume, her actions, time and location of the incident. The majority of stories state that it is victim's responsibility to keep her safe and several narrations only discussed the stereotype gender representation, which normalize the SVW.

5.3.2 Objective: To analyze the cultural and social norms affecting Sexual Violence on women.

The researcher used Constructivist grounded theory to extract the codes from data. The table 5.4 shows the list of initial code and frequency of codes used by the participants. The analysis of all seven focus groups discussion showed that experts of different groups used these codes (direct terms or similar terms or terms representing the code) several times.

Table 5.4

Codes used by participants (frequency)

| Code | Frequency of codes used by participants |
|------------------------------|--|
| Patriarchal setup | 97 |
| Victim Blaming | 109 |
| Character Assassination | 44 |
| Taboo | 29 |
| Culture of shame and Silence | 50 |
| Misogyny | 75 |
| Family honour | 59 |
| Social stigma | 51 |
| Sex is a birth right of male | 29 |

Table 5.4 illustrates the frequency of codes used by the different participants; it shows that participants took patriarchal setup 97 times, victim blaming 109 times, character assassination 44 times, taboo 29 times, culture of shame and silence 50 times, misogyny 75 and family honour 59, social stigma 51 times and sex is a birth right of male 29 times in their conversation. The frequency count indicates that experts used victim blaming and patriarchal setup maximum times (see table 5.4). Majority of experts also thought that the misogyny is a factor, which encourage SVW in the society. This shows that experts believed that male dominance, misogyny and victim blaming are main cultural and social norms, which works as a catalyst for SVW.

Figure 5.8 illustrates the details of the participants of each group and the frequency of codes used by them. The figure shows the viewpoint of experts of different professions. Each group has used different terms to represent their views regarding the cultural and social norms, which stimulate SVW. It took a huge exercise to convert them in initial codes. After identifying the codes, the researcher prepared a comparative table between the codes used by different groups. The figure 5.8 shows that participants predominantly believed that victim blaming, patriarchal setup and misogyny are main norms, which encourage SVW in the society.

Figure 5.8

Frequency of codes used by participants of different groups

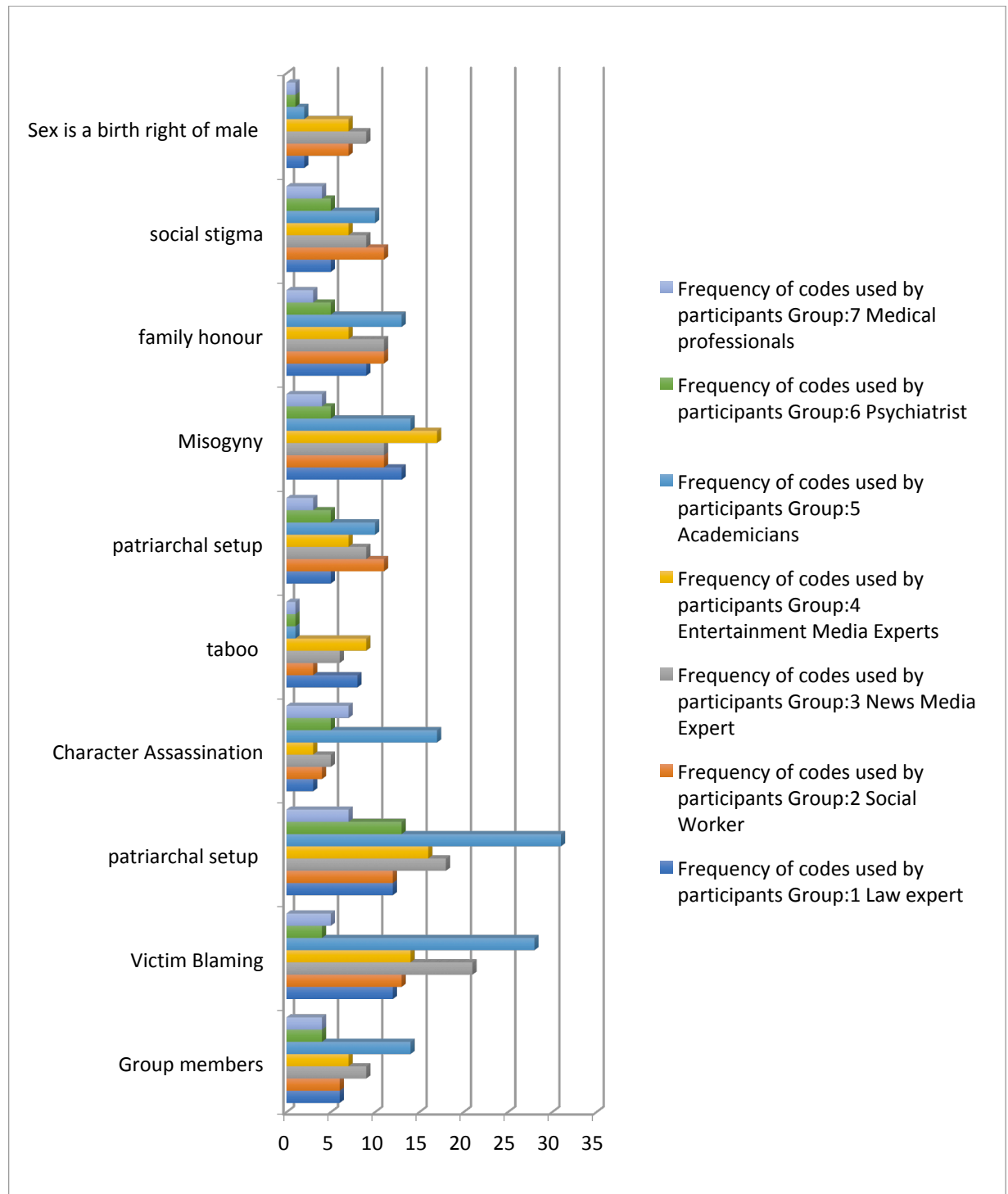


Table 5.5*Coding Process for social and cultural norms affecting Sexual Violence against women*

| Raw Data | Initial Coding | Focused Coding | Theoretical coding |
|---|------------------------------|---|-----------------------------------|
| What social and cultural norms do affect sexual violence against women? | Culture of shame and Silence | Blame victims for sexual violence, Male superiority, Misogyny | Victim blaming and Male dominance |
| | Victim Blaming | | |
| | Character Assassination | | |
| | Taboo | | |
| | Patriarchal setup | | |
| | Misogyny | | |
| | Family honour | | |
| | Social stigma | | |
| | Sex is a birth right of male | | |

Table 5.5 illustrates the coding process for social and cultural norms affecting SVW, the researcher used constant comparative method gets the result in this research study. Initially nine codes, culture of shame and silence, victim blaming, character assassination, taboo, patriarchal setup, misogyny, family honour, social stigma and sex is a birth right of male are extracted. Later three codes which were most common or important, and which contribute most to the analysis were extracted from the initial coding. The three final codes extracted from the initial codes such as blame victims for SVW, male superiority and misogyny. In theoretical coding stage researcher relates the codes to one another and refines the theme in the theory and extract the code victim blaming and male dominance. Based on earlier literature the researcher merged male superiority and misogyny under male dominance (for example Srivastava et al., 2017). The result showed that victim blaming and male dominance are main cultural and social norms, which encourage SVW.

5.3.3 Objective-: To find the level of awareness of Sexual Violence on women.

Table 5.6

Respondents (frequency and percentage)

| Level of awareness of SVW category | Respondents in frequency | Respondents in percentage |
|---|---------------------------------|----------------------------------|
| Low | 52 | 10.19 |
| Mid | 137 | 26.86 |
| High | 321 | 62.94 |

As indicated in Table 5.6, 62.94% of the participants have high, 26.86% of the participants have medium and 10.19% have low level of awareness of SV on women. This shows that 62.94% of respondents have well information about the concept of SVW. They can recognize the character of victim of SV. The result also shows that 62.94% don't believe on myths about SVW. They are also aware with the procedure of reporting rape cases.

Table 5.7

Respondent's Gender

| Level of awareness of SVW category | Respondents (Gender) | | | |
|---|-----------------------------|----------------------|---------------------|----------------------|
| | Male | | Female | |
| | In frequency | In Percentage | In frequency | In Percentage |
| Low | 27 | 10.84 | 25 | 9.57 |
| Mid | 68 | 27.30 | 68 | 26.05 |

| | | | | |
|------|-----|-------|-----|-------|
| High | 154 | 61.84 | 168 | 64.36 |
|------|-----|-------|-----|-------|

Table 5.7 presented the level of awareness of SVW on women among males and females. It showed that 64.36% females have high level of awareness as compared to males (61.84%). 27.30% of males have medium and 10.84% have low level of awareness of SV on women. In female participants 26.05% have medium and 9.57% have low level of awareness level of SVW on women. The result indicate that female have relatively high level of awareness level than males, thus it can be stated that females have less acceptance of myths about SVW and they have more general awareness about SVW. The result indicates that males and females are aware about the physical and emotional changes happen in the victims and where they need to register report after the crime happened. Which is a very healthy sign towards the prevention of SVW.

Table 5.8

Locality (percentage and frequency)

| Level of awareness of SVW category | Locality | | | |
|------------------------------------|--------------|---------------|--------------|---------------|
| | Urban | | Rural | |
| | In frequency | In Percentage | In frequency | In Percentage |
| Low | 40 | 9.28 | 11 | 13.92 |
| Mid | 122 | 28.30 | 15 | 18.98 |
| High | 269 | 62.41 | 53 | 67.08 |

Table 5.8 represents that among urban respondents 62.41% have high, 28.30% medium and 9.28% have low level of awareness of SV on women. Among rural respondents 67.08% have high, 18.98 % medium and 13.92% have low level of

awareness of SV on women. The result shows that rural people have higher level of awareness of sexual violence on women than the urban people. This shows that majority of people who reside in rural area have less acceptance of SVW myths and they have knowledge about reporting of these crimes.

Table 5.9

Educational background of respondents

| Level of awareness of SVW category | Educational Background | | | |
|------------------------------------|------------------------|---------------|--------------|---------------|
| | Literate | | Illiterate | |
| | In frequency | In Percentage | In frequency | In Percentage |
| Low | 40 | 8.69 | 12 | 24 |
| Mid | 115 | 25 | 22 | 44 |
| High | 305 | 66.30 | 16 | 32 |

In literate participants 66.30% have high, 25% have medium and 8.69% have low level of awareness. 32% illiterate participants are highly aware about SV on women, 44% illiterate participants have medium and 24% have low level of awareness level about the SV on women. The Interesting result came out that illiterate participants are also aware with the issue of SV on women.

Table 5.10

Educational background of literate respondents (here F represent frequency and P percentage)

| Level of awareness of SVW category | School | | Graduate | | Postgraduate | | Above Postgraduate | |
|------------------------------------|--------|-------|----------|-------|--------------|-------|--------------------|----|
| | F | P | F | P | F | P | F | P |
| Low | 0 | 0 | 29 | 12.71 | 5 | 4.54 | 7 | 28 |
| Mid | 12 | 12.37 | 69 | 30.26 | 28 | 25.45 | 4 | 16 |
| High | 85 | 87.62 | 130 | 57.01 | 77 | 70 | 14 | 56 |

Table 5.10 illustrates that in literate respondents, total 12.37% have medium and 87.62% have high level of awareness level who did their schooling only. In graduate respondents total 57.01% have high, 30.26% have medium and 12.71% have low level of awareness of SV on women. Interestingly in Post graduate degree holders 70% have high, 24.45% have medium and 4.54% have low level of level of awareness of SV on women. Among doctoral degree holders 56% have high, 16% have medium and 28% have low level of awareness of sexual violence on women.

Table 5. 11

Respondents' religion (here F represent frequency and P represent percentage)

| Level of awareness of SVW category | Respondents' religion | | | | | | | | | |
|------------------------------------|-----------------------|------|--------|----|------|-------|-----------|---|--------|---|
| | Hindu | | Muslim | | Sikh | | Christian | | Others | |
| | F | P | F | P | F | P | F | P | F | P |
| Low | 42 | 9.97 | 5 | 20 | 5 | 10.41 | 0 | 0 | 0 | 0 |

| | | | | | | | | | | |
|------|-----|-------|----|----|----|-------|---|-------|---|-----|
| Mid | 116 | 27.55 | 6 | 24 | 10 | 20.83 | 5 | 38.46 | 0 | 0 |
| High | 263 | 62.47 | 14 | 56 | 33 | 68.75 | 8 | 61.53 | 3 | 100 |

Table 5.11 represent among all Hindu participants 62.47% have high, 27.55% have medium and 9.97% have low level of awareness of SV on women. 56% of Muslim respondents are highly aware about the issue of SV on women. 24% of Muslim respondents have medium and 20% have low level of awareness of SV on women. Majority of Sikh (68.75%) respondents were highly aware about the SV on women. 20.83% Sikh participants have medium and 10.41% have low level of awareness of sexual violence on women. In Christian participants 61.53% have high and 38.46% have medium level of awareness on SV against women. In others which is comprises of Buddhism and Jainism religion all respondents are highly aware about the sexual violence on women.

5.3.4 Objective: To study the awareness of legal provisions associated with Sexual Violence against women.

Table 5.12

The scale use to measure the awareness of legal provisions associated with Sexual Violence against women

| Category | Score |
|----------|-----------|
| Low | 1.00-3.33 |
| Mid | 3.34-4.66 |
| High | 4.67-7 |

Table 5.12 illustrates the three categories of the awareness of legal provisions associated with SVW. The three categories with the scores that are 1.00-3.33(low) 3.34-4.66 (medium) and 4.67-7(high) were achieved by dividing 1-7 into three equal parts (De Vaus, 2002), for this 7 has divided by 3 (Hassana et al., 2010; Din et al., 2013) of respectively the awareness of legal provisions associated with SVW.

Table 5.13

Respondents (in frequency and percentage)

| Awareness of legal provisions associated with sexual violence against women Category | Respondents in frequency | Respondents in percentage |
|---|---------------------------------|----------------------------------|
| Low | 178 | 34.90 |
| Mid | 122 | 23.92 |
| High | 210 | 41.17 |

As indicated in Table 5.13, 41.17% of the participants have high, 23.92% of the participants have medium and 34.90 % have low level of awareness of legal provisions associated with SVW. This shows that 41.17% of respondents knew about all the sections included in IPC to deal with SVW, however the awareness level is low in 34.90% indicate that majority of respondents are still not aware of laws related to SVW. Earlier many studies show that awareness about legal provisions prevent males to indulge in any kind of sex crimes, hence here the increasing number of sex crimes can be related to the low level of awareness of legal provisions associated with SVW.

Table 5.14*Respondent's Gender*

| Awareness of legal provisions associated with sexual violence against women Category | Respondents (Gender) | | | |
|--|----------------------|---------------|--------------|---------------|
| | Male | | Female | |
| | In frequency | In Percentage | In frequency | In Percentage |
| Low | 91 | 36.54 | 87 | 33.33 |
| Mid | 49 | 19.67 | 73 | 27.96 |
| High | 109 | 43.77 | 101 | 38.69 |

Table: 5.14 presented the awareness of legal provisions associated with SVW among males and females. It showed that 43.77 % males have high level of awareness as compared to females (38.69%). 19.67% of males have medium and 36.54% have low level of awareness of legal provisions associated with SVW. In female participants 27.96% have medium and 33.33% have low level of awareness of legal provisions associated with SVW. The result indicate that males have relatively higher level of awareness of legal provisions associated with SVW than females, thus it can be stated that females are less aware about the sections included in IPC to deals with SVW. It may be also related to the low number of reporting cases.

Table 5.15*Locality (percentage and frequency)*

| Awareness of legal provisions associated with sexual violence against women Category | Locality | | | |
|--|--------------|---------------|--------------|---------------|
| | Urban | | Rural | |
| | In frequency | In Percentage | In frequency | In Percentage |
| Low | 153 | 35.49 | 25 | 31.64 |
| Mid | 113 | 26.21 | 9 | 11.39 |
| High | 165 | 38.28 | 45 | 56.96 |

Table 5.15 represents that among urban respondents 38.28% have high, 26.21% medium and 35.49% low level of awareness of legal provisions associated with SVW. Among rural respondents 56.96% have high, 11.39 % medium and 31.64% have low level of awareness of legal provisions associated with SVW. The result shows that rural respondents have higher level of awareness than the urban respondents. This shows the respondents of rural are also very sensitive about the legal provisions associated with SVW.

Table 5.16*Educational background of respondents*

| Awareness of legal provisions associated with sexual violence against women Category | Educational Background | | | |
|--|------------------------|---------------|--------------|---------------|
| | Literate | | Illiterate | |
| | In frequency | In Percentage | In frequency | In Percentage |

| | | | | |
|------|-----|-------|----|----|
| Low | 143 | 31.08 | 35 | 70 |
| Mid | 117 | 25.43 | 5 | 10 |
| High | 200 | 43.47 | 10 | 20 |

In literate participants 43.47% have high, 25.43% have medium and 31.08 % have low level of awareness of legal provisions associated with SVW. The result shows that 20% of illiterate participants are highly aware about the legal provisions associated with SVW. 10% illiterate participants have medium and 70% have low level of awareness of legal provisions associated with SVW. The Interesting result came out that illiterate participants are also aware with the legal provisions associated with SVW, however the qualification has made significant difference in the awareness of legal provisions associated with SVW, which shows that education may change the awareness level of an individual.

Table 5. 17

Educational background of literate respondents (here F represent frequency and P represent percentage)

| Awareness of legal provisions associated with sexual violence against women Category | School | | Graduate | | Postgraduate | | Above Postgraduate | |
|--|--------|-------|----------|-------|--------------|-------|--------------------|----|
| | F | P | F | P | F | P | F | P |
| Low | 11 | 11.34 | 91 | 39.91 | 30 | 27.27 | 10 | 40 |
| Mid | 23 | 23.71 | 57 | 25 | 26 | 23.63 | 11 | 44 |
| High | 63 | 64.94 | 80 | 35.08 | 54 | 49.09 | 4 | 16 |

Table 5.17 illustrate that in literate respondents, total 11.34% have low, 23.71 % medium and 64.94 % have high level of awareness level who did their

schooling only. In graduate respondents total 35.08% have high, 25% have medium and 39.91 % have low level of awareness of legal provisions associated with SVW. Interestingly in Post graduate degree holders 49.09 % have high, 23.63 % have medium and 27.27% have low level of awareness of legal provisions associated with SVW. Among doctoral degree holders 16% have high, 44% have medium and 40% have low level of awareness of legal provisions associated with SVW. The results indicate that major respondents who have studied till school are well aware about the legal provisions associated with SVW. This shows that awareness programs produced for school students are more effective then targeting adults.

Table 5. 18

Respondents' religion (here F represent frequency and P represent percentage)

| Awareness of legal provisions associated with sexual violence against women Category | Respondents' religion | | | | | | | | | |
|--|-----------------------|-------|--------|----|------|-------|-----------|-------|--------|-------|
| | Hindu | | Muslim | | Sikh | | Christian | | Others | |
| | F | P | F | P | F | P | F | P | F | P |
| Low | 152 | 36.10 | 10 | 40 | 10 | 20.83 | 5 | 38.46 | 2 | 66.66 |
| Mid | 109 | 25.89 | 2 | 8 | 9 | 18.75 | 2 | 15.38 | 0 | 0 |
| High | 160 | 38.00 | 13 | 52 | 29 | 60.41 | 6 | 46.15 | 1 | 33.33 |

Table 5.18 represent among all Hindu participants 38.00% have high, 25.89% have medium and 36.10% have low level legal provisions associated with SVW. 52% of Muslim respondents were highly aware about the legal provisions associated with SVW. 8% of Muslim respondents have medium and 40% have low-level legal provisions associated with SVW. Majority of Sikh (60.41%) respondents were highly aware about legal provisions associated with SVW. 18.75% Sikh participants have medium and 20.83 % have low level legal provisions associated with SVW. In Christian participants 46.15% have high and 15.38% have medium and 38.46% have low level of awareness of legal provisions associated with SVW. In others, which were, comprises of Buddhism and Jainism religion, all respondents are only belong to two categories high and low. 66.66 % have low and 33.33% high-level legal provisions associated with SVW.

5.3.5 Objective: To understand the most influential mass media in creating awareness about Sexual Violence against women.

Table 5.19

Respondents received information of SVW from different mass media(media)

| Respondents | Mass Media |
|--------------------|-------------------|
| 4.33 | Advertising |
| 94.72 | News |
| .95 | Entertainment |

The table 5.19 illustrates that total 94.72% respondents chosen news media as a source of information ,4.33% respondents chosen advertising media and .95% have chosen entertainment media as a source of information. This shows that majority of respondents use news media to get information about SVW. Therefore, the researcher has

excluded the entertainment and advertising media from the further analysis and focused only on news media.

The researcher used average ranking analysis to identify the most influential mass media in creating awareness about SVW. To evaluate it formula used: $rw = \sum r_i w_i = r_1 w_1 + r_2 w_2 + \dots + r_n w_n$, where

w = weight of the ranked position

r = response count for each answer choice

Here

Hence, $rw = r_1 w_1 + r_2 w_2 + r_3 w_3 + r_4 w_4 + r_5 w_5$, where r refers to the rank and w is weight of that rank. The weight of the ranked positions is applied in reverse order like 5 weightages have given to rank 1, 4 to rank 2, 3 to rank 3, 2 to rank 4 and 1 to rank 5 respectively. By comparing the average ranking together, the researcher found that online news media has received highest score and television second. Table 4.20 shows the score of each media. Based on above analysis it can be predicted that online media is the most influential media in creating awareness about SVW among the respondents.

Table 5.20

Weightage score and rank received by the respondents

| Media | Total | Rank of different media | Respondents chosen the media as first rank |
|--------------|--------------|--------------------------------|---|
| Online | 1432 | 1 | 201 |
| Television | 1380 | 2 | 125 |
| Print | 1191 | 3 | 93 |
| Radio | 939 | 4 | 50 |

| | | | |
|-------------|-----|---|----|
| Traditional | 936 | 5 | 44 |
|-------------|-----|---|----|

Table 5.20, illustrate that maximum 201 respondents gave first rank to online news media, 125 respondents chosen television news media as a main source of information. Print, radio and traditional media received a smaller number of preferences by respondents. The Print, radio and traditional media received 93,50 and 44 respectively. Figure 5.9 shows the weightage scored by each media.

Figure 5.9

Weightage scored by different media

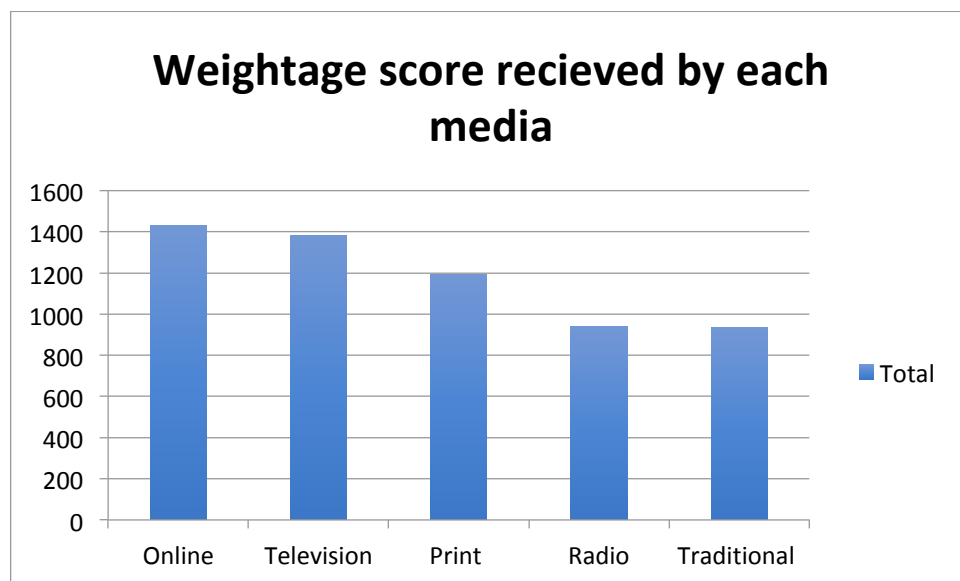
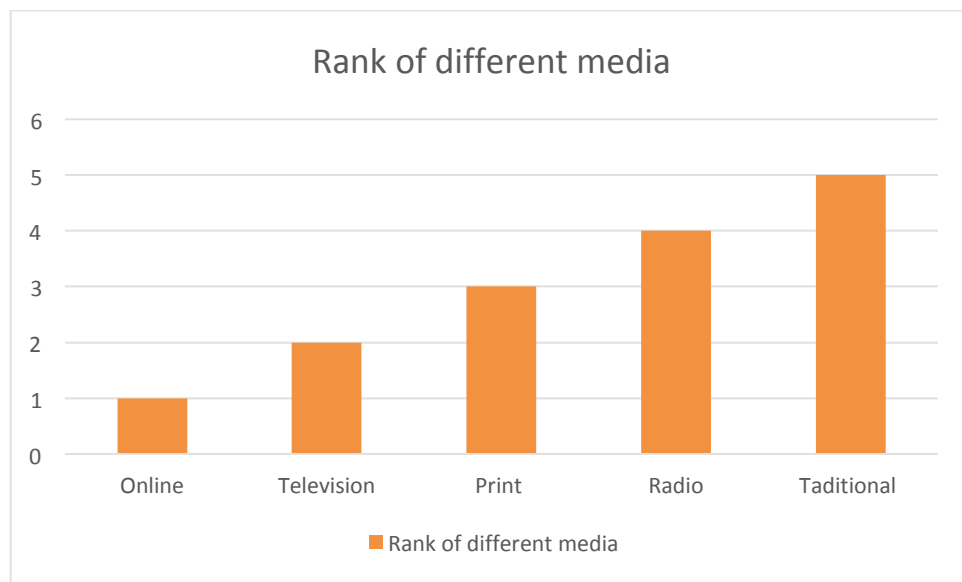


Figure 5.10

Rank scored by each media



The figure 5.10 shows that online media achieved 1st rank. This indicates that people are shifting their interest from the traditional way such as print or electronic media (television and radio) of information gathering to the new way of information gathering like new media. The result indicates *online news media* is the most influential mass media in creating awareness about SVW. It can be due to its faster delivery of news user-friendly platforms. The other reason may be people can generate their own content also. Although with several benefits online news media have some disadvantages also such as absence of gatekeeping and dissemination of fake news.

5.3.6 Objective: To suggest a framework using mass communication as a tool, to create awareness and control Sexual Violence against women.

The result shows that social dominance orientation has a significant relationship with the individual's awareness level of Sexual Violence against women and males have high social dominance orientation than females, which provides a potential argument about the existence of stereotypes in society and explains the involvement of men in sex

crimes. Society often encourages males to be aggressive whereas females are usually encouraged to be more passive and submissive.

The results indicate that males and females differ significantly in their self-efficacy towards control of sexual violence against women. The research study also showed that Self-efficacy towards control of Sexual Violence against women affects an individual's intention towards control of Sexual Violence against women. Males have higher self-efficacy towards control of sexual violence against women, which justifies the vulnerability of women in sex crimes. The individual female is not confident enough to report and resist the incident of sexual violence against women it may due to fear of victim-blaming and ashamed.

Media exposure is creating awareness about Sexual violence against women. It can be seen in the case of the #Me Too movement, the movement has drawn attention towards the issue of gender-based violence such as sexual harassment, rape and sexual abuse. The people spoke about organizational, criminal and ethical issues related to Sexual Violence against women. This creates a huge awareness about SVW and people started denying myth about SVW, which is popular for many years.

Another important major finding of this research study is that males and females possess a significantly different level of awareness on Sexual Violence against women. Sexual Violence awareness against women influences attitude towards control of sexual violence against women, SVAW influences subjective norms towards control of sexual violence against women and Subjective norms towards control of sexual violence against women influences intention towards control of sexual violence against women. The result is validating that if an individual is aware of Sexual Violence against women, the individual does not bother about the social construction and thinking of peer groups. The individual's awareness about sexual violence against women plays a critical role in developing an individual's attitude towards control of sexual violence against women and intention to control these kinds of crimes. The research study also supports the argument that exposure to content in media also influences an individual's awareness about sexual violence against women. Therefore, it may be stated that the media needs to be very careful in representing sexual violence against women.

Conclusion

After presentation of finding and discussion of each objective the succeeding chapter discusses the summary, conclusions, implications of this research study. It also presents the recommendations for future research.

CHAPTER 6

SUMMARY, CONCLUSIONS, IMPLICATIONS AND RECOMMENDATIONS FOR FUTURE RESEARCH

6.1 Introduction

This chapter is categorized into six sections. The first section presents the overall summary of the study followed by the conclusion drawn for each objective. After this, remaining section highlights the implications of the study, limitations of the study and recommendations for future research.

6.2 Summary of the Study

The present study began with the idea that SVW is a heinous and unpardonable offense. A bitter truth is its prevalence existence in society. There are multifactor which plays prominent role in its prevalence existence, among these factors, media portrayal plays a dominant role. However, with the present study, the researcher wants to put forward the statement that the portrayal of SVW by media is a double edge sword. An appropriate portrayal can create awareness about the SVW and can help in reducing SVW. Overall, six objectives have been proposed in this study. Mixed-method research design has been adopted for this study. The data were collected through the survey (for literate respondents)/schedule (for illiterate respondents) for quantitative approach and focus group discussion has been conducted for a qualitative research study. The objectives of the present study have been formulated to achieve the objectives and suggest solutions for the same.

6.3 Conclusion

The conclusion of all six objectives is as discussed below:

6.3.1 Objective To study the portrayal of Sexual Violence against women in media.

The media generally exaggerate, sensationalize and sexualize the incidents of SVW. They frequently represent it under political influence and mostly do the extensive coverage of high-profile cases. Another major finding that came from this research study is that media promotes the objectification of women as sex objects and supports stereotypical gender roles in their representation. Substantially, they provide very less information about legal provisions associated with SVW and generally misrepresent SVW and support myths in their portrayal.

6.3.2 Objective To find the level of awareness of Sexual Violence on women

The result indicates that the majority of respondents (62.94%) have a high level of awareness of SV on women. This shows that most of the respondents are well informed about the concept of SVW and they can recognize the changes happened in the victims of SV. Another interesting finding is that females have a higher level of awareness level than males. The measuring tool of awareness level of SVW has items of illusion myth acceptance scale thus it can be stated that females have a low level of acceptance of myths about SVW and they have more general awareness about SVW. This finding indicates that most respondents are aware of sexual violence on women.

6.3.3 Objective To analyze the cultural and social norms affecting Sexual Violence on women

The result indicates that patriarchal setup, victim-blaming, character assassination, the culture of shame and silence, misogyny, family honour, social stigma and sex is birthright of a male are some norms that affect social and cultural norms in Indian society. However, victim-blaming and male dominance plays a major role in reinforcing SVW in the society. Now, these two norms have become a part of Indian society, the male child is growing with dominating attitude and females with a submissive. It is very important to change this attitude from childhood to reduce the

number of SVW cases. Another norm victim-blaming is deeply rooted in Indian society. It shifts the whole blame on the victim and reinforces SVW in Indian society.

6.3.4 Objective To study the awareness of legal provisions associated with Sexual Violence against women

The result indicates that 41.17 % of the participants have a high level of awareness of legal provisions associated with SVW. This shows that they are well informed about all the sections included in IPC to deal with SVW and 34.92% are not aware of legal provisions associated with SVW. Another interesting fact is that males (43.77 %) have a high level of awareness in comparison to females (38.69 %). The result indicates that females are less aware of the sections included in IPC to deal with SVW. Lack of awareness can be one of the major reasons for nonreporting of many sexual violence cases. Therefore, the policymakers need to work in this area, they have to hold massive campaigns on awareness about legal provisions associated with SVW. Media can take the lead in broadcasting programs or publish articles on awareness of legal provisions associated with SVW.

6.3.5 Objective To understand the most influential mass media in creating awareness about Sexual Violence against women

The result indicates that the most influential mass media in creating awareness about SVW is *online media*. This indicates that people are shifting from the traditional way of information gatherings such as television, radio or print media to the new way of information gathering such as online media. One of the major reasons for this is speedy dissemination of news through online news media. Another reason may be the online media is very user-friendly. People can generate their content also in online media.

Online news media is people's first choice to get information due to its easy acceptability, affordability, availability and approachability. Frequently they get exposure to content related to SVW and get the opportunity to know about unnoticeable SVW cases which are occurring in local areas and away from the reach of other traditional media The Internet especially social media platforms and online news

platforms provide people with a range of opportunities and benefits such as sharing own stories, communicating and collaborating with readers. Internet users maintain social connections and support networks that would not be possible earlier. They can access more information than ever before.

6.3.6 Objective To suggest a framework using mass communication as a tool, to create awareness and control Sexual Violence against women

This research study proposed a framework using mass communication as a tool, to create awareness and control Sexual Violence against women and further validated it. The framework shows that mass communication (here mass communication refers to media exposure of content related to SVW) has a significant relationship with the individual's awareness level of SVW. It also shows that the mass audience having exposure to content related SVW (which shows news about SVW, information about SVW and Consequences of SVW) have awareness about SVW. SVAW influences self-efficacy towards control of SVW, attitude towards control of SVW and subjective norms towards control of SVW. Further, they all together influence the intention towards control of Sexual Violence against Women. Therefore, this framework is very useful in creating awareness about SVW and developing attitudes and intentions towards control of SVW.

6.4 Implications of the study

The main aim of this study is to study the portrayal of SVW in media and its role in creating awareness about the sexual violence on women and legal provisions associated with SVW. This study also identifies the most influential mass media in creating awareness about SVW and address which cultural and social norms affects Sexual Violence on women.

The first major implication of the present research is that it provides much-needed framework in which mass communication has been used as a tool, to create awareness and control SVW. It also validates that framework in which media exposure of content related to SVW has a significant relationship with the individual's awareness level of

SVW. It also shows that the mass audience having exposure to content related SVW (which shows news about SVW, information about SVW and Consequences of SVW) have awareness about SVW. It can be seen in the case of #Me Too movement, the movement has drawn attention towards the issue of gender-based violence such as sexual harassment, rape and sexual abuse. The people spoke about organizational, criminal and ethical issues related to Sexual Violence against women. This create a huge awareness about Sexual Violence against women and people started denying myths about SVW, which are popular for many years.

The second major implication of the present research is that it provides empirical data on the awareness level of mass audience' awareness level of Sexual Violence on women and legal provisions associated with Sexual Violence against women. It also identifies online news media as the most influential mass media in creating awareness about SVW. This study may be helped in guiding the NGO and policymakers to form appropriate policy to increase the awareness level of mass audience' awareness level of Sexual Violence on women and legal provisions associated with Sexual Violence against women. These policies can be further disseminated through online news media to create awareness and put more influence on the receivers.

The third implication of this study is that it provides the cultural and social norms, which affect sexual violence against women in Indian society. This study is very useful in guiding policymakers, government organizations and NGO to understand the cultures and social norms, which reinforce SVW and needs to be changed. Another very important finding of this research study is that it discusses the portrayal of SVW in media, which vindicated that media generally misrepresent the SVW, therefore the guidelines and code of conduct can be framed to change the representation of SVW in media.

6.5 Limitation of the study

A considerable limitation of this study is that major focus group discussion was conducted online because of COVID-19 protocols and due to the online discussion, the researcher was not able to observe the body language of experts, further Internet issues played a major role in creating a barrier between moderator and participants. Among the other potential limitations of the study is a paucity of time, availability of funds;

self-reporting biasness and representativeness of the sample were also there. The empirical results reported herein should be considered in light of above stated limitations. This research study focuses on the adult's rape only in which victims are above 18 years, but the child sexual abuses cannot be ignored, also the study does not throw any light on the portrayal of sexual violence crimes committed by boys (below 16 years). Another major limitation of this research study is the researcher's inability to get National Database on Sexual Offenders (NDSO) to decide the population for this research study (India Today, 2018).

6.6 Further recommendation

This study provides a framework using mass communication as a tool, to create awareness and control Sexual Violence against women which raises several opportunities for future research, both in terms of theory development and concept validation. More research will be necessary to refine and further elaborate our novel findings because Sexual violence is a flagrant crime against women, and it is increasing day by day in several parts of the world and India is marked as the worst place for women. This research shows that media exposure can be used as a tool to create awareness and curb sex crimes against women. The content related to SVW in media has a positive relationship in creating awareness about Sexual Violence against women. Future research could be done on this area by taking a different sample size. The focus group discussion can be done with the professionals working in police to get a more accurate picture. In addition, the study does not throw any light on the minor victims and perpetrators. Therefore, the researcher recommends future research on different age groups.

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APPENDIX A

IPC PROVISIONS RELATED TO SEXUAL VIOLENCE

The Indian legislature has made many sections to tackle the problem of sexual violence cases in India. IPC has not defined the term sexual violence, but it has many sections to deal with the components sexual violence. For instance section 375 and section 376 codify rape and its punishment.

Sexual offences

Rape

Section 375 defines rape and section prescribes punishment for rape accused.

Section 375 says- A man is said to commit “rape” if he-

- a. penetrates his penis, to any extent, into the vagina, mouth, urethra or anus of a woman or makes her to do so with him or any other person; or
- b. inserts, to any extent, any object or a part of the body, not being the penis, into the vagina, the urethra or anus of a woman or makes her to do so with him or any other person; or
- c. manipulates any part of the body of a woman so as to cause penetration into the vagina, urethra, anus or any of body of such woman or makes her to do so with him or any other person; or
- d. applies his mouth to the vagina, anus, urethra of a woman or makes her to do so with him or any other person, under the circumstances falling under any of the following seven descriptions:-

First-Against her will.

Secondly-Without her consent.

Thirdly-With her consent, when her consent has been obtained by putting her or any person in whom she is interested, in fear of death or of hurt.

Fourthly-With her consent, when the man knows that he is not her husband and that her consent is given because she believes that he is another man to whom she is or believes herself to be lawfully married.

Fifthly-With her consent when, at the time of giving such consent, by reason of unsoundness of mind or intoxication or the administration by him personally or through another of any stupefying or unwholesome Substance, she is unable to understand the nature and consequences of that to which she gives consent.

Sixthly-With or without her consent, when she is under eighteen years of age.

Seventhly-When she is unable to communicate consent.

Explanation I-For the purposes of this section, “vagina” shall also include labia majora.

Explanation 2-Consent means an unequivocal voluntary agreement when the woman by words, gestures or any form of verbal or non-verbal communication, communicates willingness to participate in the specific sexual act:

Provided that a woman who does not physically resist to the act of penetration shall not by the reason only of that fact, be regarded as consenting to the sexual activity.

Exception I-A medical procedure or intervention shall not constitute rape.

Exception 2-Sexual intercourse or sexual acts by a man with his own wife, the wife not being under fifteen years of age, is not rape.

Section 376 says about the punishment of rape accused

1. Whoever, except in the cases provided for in sub-section (2), commits rape, shall be punished with rigorous imprisonment of either description for a term which shall not be less than seven years, but which may extend to imprisonment for life, and shall also be liable to fine.
2. Whoever-
 - I. being a police officer, commits rape-
 - II. within the limits of the police station to which such police officer is appointed; or
 - III. in the premises of any station house; or
 - IV. on a woman in such police officer’s custody or in the custody of a police officer subordinate to such police officer; or
- a) being a public servant, commits rape on a woman in such public servant’s custody or in the custody of a public servant subordinate to such public servant; or

- b) being a member of the armed forces deployed in an area by the Central or a State Government commits rape in such area; or
- c) being on the management or on the staff of a jail, remand home or other place of custody established by or under any law for the time being in force or of a women's or children's institution, commits rape on any inmate of such jail, remand home, place or institution; or
- d) being on the management or on the staff of a hospital, commits rape on a woman in that hospital; or
- e) being a relative, guardian or teacher of, or a person in a position of trust or authority towards the woman, commits rape on such woman; or
- f) commits rape during communal or sectarian violence; or
- g) commits rape on a woman knowing her to be pregnant; or
- h) commits rape on a woman when she is under sixteen years of age; or
- i) commits rape, on a woman incapable of giving consent; or
- j) being in a position of control or dominance over a woman, commits rape on such woman; or
- k) commits rape on a woman suffering from mental or physical disability; or
- l) while committing rape causes grievous bodily harm or maims or disfigures or endangers the life of a woman; or
- m) commits rape repeatedly on the same woman, shall be punished with rigorous imprisonment for a term which shall not be less than ten years, but which may extend to imprisonment for life, which shall mean imprisonment for the remainder of that person's natural life, and shall also be liable to fine.

Explanation-For the purposes of this sub-section,-

“armed forces” means the naval, military and air forces and includes any member of the Armed Forces constituted under any Jaw for the time being in force,

including the paramilitary forces and any auxiliary forces that are under the control of the Central Government, or the State Government;

“hospital” means the precincts of the hospital and includes the precincts of any institution for the reception and treatment of persons during convalescence or of persons requiring medical attention or rehabilitation;

“police officer” shall have the same meaning as assigned to the expression “police” under the Police Act, 1861;

“women’s or children’s institution” means an institution, whether called an orphanage or a home for neglected women or children or a widow’s home or an institution called by any other name, which is established and maintained for the reception and care of women or children.

376A Punishment for causing death or resulting in persistent vegetative state of victim

Section 376 says-

Whoever, commits an offence punishable under sub-section (1) or sub-section (2) of section 376 and in the course of such commission inflicts an injury which causes the death of the woman or causes the woman to be in a persistent vegetative state, shall be punished with rigorous imprisonment for a term which shall not be less than twenty years, but which may extend to imprisonment for life, which shall mean imprisonment for the remainder of that person’s natural life, or with death.

376B Sexual intercourse by husband upon his wife during separation

376B says-

Whoever has sexual intercourse with his own wife, who is living separately, whether under a decree of separation or otherwise, without her consent, shall be punished with imprisonment of either description for a term which shall not be less than two years but which may extend to seven years, and shall also be liable to fine.

Explanation-In this section, “sexual intercourse” shall mean any of the acts mentioned in clauses (a) to (d) of section 375.

376C Sexual intercourse by person in authority

376C says -

Whoever, being-

in a position of authority or in a judiciary relationship; or

a public servant; or

superintendent or manager of a jail, remand home or other place of custody established by or under any law for the time being in force, or a women’s or children’s institution; or

on the management of a hospital or being on the staff of a hospital, abuses such position or judiciary relationship to induce or seduce any woman either in his custody or under his charge or present in the premises to have sexual intercourse with him, such sexual intercourse not amounting to the offence of rape, shall be punished with rigorous imprisonment of either description for a term which shall not be less than 6 years, but which may extend to ten years, and shall also be liable to fine.

Explanation 1-In this section, “sexual intercourse” shall mean any of the acts mentioned in clauses (a) to (d) of section 375.

Explanation 2-For the purposes of this section,Explanation I to section 375 shall also be applicable.

Explanation 3-“Superintendent”, in relation to a jail, remand home or other place of custody or a women’s or children’s institution, includes a person holding any other office in such jail, remand home, place or institution by virtue of which such person can exercise any authority or control over its inmates.

Explanation 4-The expressions “hospital” and “women’s or children’s institution” shall respectively have the same meaning as in Explanation to sub-section (2) of section 376.

376D Gang rape

376D says-

Where a woman is raped by one or more persons constituting a group or acting in furtherance of a common intention, each of those persons shall be deemed to have committed the offence of rape and shall be punished with rigorous imprisonment for a term which shall not be less than twenty years, but which may extend to life which shall mean imprisonment for the remainder of that person’s natural life, and with fine:

Provided that such fine shall be just and reasonable to meet the medical expenses and rehabilitation of the victim:

Provided further that any fine imposed under this section shall be paid to the victim.

376E Punishment for repeat offenders

376E says-

Whoever has been previously convicted of an offence punishable under section 376 or section 376A or section 376D and is subsequently convicted of an offence punishable under any of the said sections shall be punished with imprisonment for life which shall mean imprisonment for the remainder of that person's natural life, or with death.

Sexual assault (Intention to outrage the modesty of women)

Section 354 of the IPC criminalizes sexual assault and says:

Whoever assaults or uses criminal force to any women intending to outrage or knowing it to be likely that he will thereby outrage her modesty,

shall be punished with imprisonment of either description for a term which may extend to two years or with fine with both.

“Indian courts have ruled that the essence of a woman’s modesty is her sex, i.e.: a woman possesses modesty by virtue of being a woman.”

Sexual Harassment

Section 354 A of IPC deals with sexual harassment

Section 354A says-

A man committing any of the following acts:

Physical contact and advances involving unwelcome and explicit sexual overtures; or

A demand or request for sexual favours; or

Showing pornography against the will of a woman; or

Making sexually coloured remarks,

Shall be guilty of the offence of sexual harassment

Punishment for Sexual Harassment under the IPC

The punishment for (i), (ii) and (iii) as given above is rigorous imprisonment for a term that may extend to 3 years, or a fine, or both while the punishment for (iv) is either simple or rigorous imprisonment for a term which may extend to 1 year, or a fine, or both.

Section 354B (Assault or use of criminal force to woman with intent to disrobe)

Section 354B says –

Any man who assault or uses of criminal force against a woman with the intention of disrobing her, i.e. with the intention of depriving her of her clothing or forcing her to be naked. Such an act is punishable with either simple or rigorous imprisonment of 3 to 7 years or a fine. Aiding such a crime also carries the same punishment.

While this may sound similar to outraging modesty, it isn't. It is considered an offence whether or not the man intended to outrage the modesty of the woman.

Voyeurism

Section 354 C of the IPC defined the act of voyeurism. It defines it as a man watching or capturing the image of a woman engaged in a private act in circumstances where she would usually not expect to be observed by the perpetrator or by any other person on the orders of the perpetrator or the distribution of an image so captured by the perpetrator.

Punishment for Voyeurism

The punishment for committing this offence is simple or rigorous imprisonment of 1 to 3 years and a fine. Repeated offenders are punished with simple or rigorous imprisonment of 3 to 7 years and a fine.

Stalking

Section 354D of the IPC criminalises stalking of a woman by a man. It defines the Act to include continuous following or contacting a woman by a man or attempts to contact a woman to build a personal relationship with that women even when the woman has shown a clear lack of interest. It also include acts of monitoring a woman's electronic communication, i.e. communication over emails, social media etc.

Stalking is not considered a crime if it is done as a legal duty for prevention and detection of crime by the State or under any legal duty

imposed by a law in practice or in a situation where such an act of stalking is seen as reasonable and justified.

Punishment

First time offenders are punished with either simple or rigorous imprisonment of up to 3 years or a fine while repeated offenders are punished with simple or rigorous imprisonment of up to 5 years and a fine.

APPENDIX B

ILLINOIS RAPE MYTH ACCEPTANCE SCALE

This is a 45-item scale, with a 20-item short form (comprised of the asterixed items below).

*1. If a woman is raped while she is drunk, she is at least somewhat responsible for letting things get out of control.

*2. Although most women wouldn't admit it, they generally find being physically forced into sex a real "turn-on."

3. When men rape, it is because of their strong desire for sex.

*4. If a woman is willing to "make out" with a guy, then it's no big deal if he goes a little further and has sex.

5. Women who are caught having an illicit affair sometimes claim that it was rape.

6. Newspapers should not release the name of a rape victim to the public.

7. Many so-called rape victims are actually women who had sex and "changed their minds" afterwards.

*8. Many women secretly desire to be raped.

9. Rape mainly occurs on the "bad" side of town.

10. Usually, it is only women who do things like hang out in bars and sleep around that are raped.

*11. Most rapists are not caught by the police.

*12. If a woman doesn't physically fight back, you can't really say that it was rape.

*13. Men from nice middle-class homes almost never rape.

14. Rape isn't as big a problem as some feminists would like people to think.
15. When women go around wearing low-cut tops or short skirts, they're just asking for trouble.
- *16. Rape accusations are often used as a way of getting back at men.
17. A rape probably didn't happen if the woman has no bruises or marks.
18. Many women find being forced to have sex very arousing.
19. If a woman goes home with a man she doesn't know, it is her own fault if she is raped.
20. Rapists are usually sexually frustrated individuals.
- *21. All women should have access to self-defense classes.
- *22. It is usually only women who dress suggestively that are raped.
23. Some women prefer to have sex forced on them so they don't have to feel guilty about it.
- *24. If the rapist doesn't have a weapon, you really can't call it a rape.
25. When a woman is a sexual tease, eventually she is going to get into trouble.
26. Being raped isn't as bad as being mugged and beaten.
- *27. Rape is unlikely to happen in the woman's own familiar neighborhood.
28. In reality, women are almost never raped by their boyfriends.
- *29. Women tend to exaggerate how much rape affects them.
30. When a man is very sexually aroused, he may not even realize that the woman is resisting.

- *31. A lot of women lead a man on and then they cry rape.
- *32. It is preferable that a female police officer conduct the questioning when a woman reports a rape.
33. A lot of times, women who claim they were raped just have emotional problems.
34. If a woman doesn't physically resist sex—even when protesting verbally—it really can't be considered rape.
35. Rape almost never happens in the woman's own home.
- *36. A woman who "teases" men deserves anything that might happen.
- *37. When women are raped, it's often because the way they said "no" was ambiguous.
38. If a woman isn't a virgin, then it shouldn't be a big deal if her date forces her to have sex.
- *39. Men don't usually intend to force sex on a woman, but sometimes they get too sexually carried away.
40. This society should devote more effort to preventing rape.
- *41. A woman who dresses in skimpy clothes should not be surprised if a man tries to force her to have sex.
- *42. Rape happens when a man's sex drive gets out of control.
43. A woman who goes to the home or apartment of a man on the first date is implying that she wants to have sex.
44. Many women actually enjoy sex after the guy uses a little force.
45. If a woman claims to have been raped but has no bruises or scrapes, she probably shouldn't be taken too seriously.

APPENDIX C

THE ILLINOIS SEXUAL HARASSMENT MYTH ACCEPTANCE SCALE

Responses to all items fall along a 7 point Likert scale:

1= strongly disagree to 7= strongly disagree

1. As long as a woman doesn't lose her job, her claim of sexual harassment shouldn't be taken too seriously
2. Women who claim that they have been sexually harassed are usually exaggerating.
3. If a woman is sexually harassed, she must have done something to invite it.
4. Women often file frivolous charges of sexual harassment.
5. If a woman doesn't make a complaint, it probably wasn't serious enough to be sexual harassment.
6. It is difficult to believe sexual harassment charges that were not reported at the time.
7. Women who wait weeks or months to report sexual harassment are probably just making it up.
8. Women who claim sexual harassment have usually done something to cause it.
9. Sometimes women make up allegations of sexual harassment to extort money from their employer.
10. Women who are caught having an affair with their supervisor sometimes claim that it was sexual harassment.
11. Women sometimes file charges of sexual harassment for no apparent reason.
12. A woman can easily ruin her supervisor's career by claiming that he "came on" to her.

13. Sometimes a woman has a “fantasy” relationship with her boss and then claims that he sexually harassed her.
14. Most women are flattered when they get sexual attention from men with whom they work.
15. Most women secretly enjoy it when men “come on” to them at work.
16. It’s inevitable that men will “hit on” women at work.
17. Women shouldn’t be so quick to take offense when a man at work expresses sexual interest.
18. Women can usually stop unwanted sexual attention by simply telling the man that his behavior is not appreciated.
19. Women can usually stop unwanted sexual attention from a co-worker by telling their supervisor about it.
20. Nearly all instances of sexual harassment would end if the woman simply told the man to stop.

APPENDIX D

SDO SCALE

SDO7(s) Scale Instructions:

Show how much you favor or oppose each idea below by selecting a number from 1 to 7 on the scale below. You can work quickly; your first feeling is generally best.

Protrait dominance:

1. An ideal society requires some groups to be on top and others to be on the bottom.
2. Some groups of people are simply inferior to other groups.

Contrait dominance:

3. No one group should dominate in society.
4. Groups at the bottom are just as deserving as groups at the top.

Protrait anti-egalitarianism:

5. Group equality should not be our primary goal.
6. It is unjust to try to make groups equal.

Contrait anti-egalitarianism:

7. We should do what we can to equalize conditions for different groups.
8. We should work to give all groups an equal chance to succeed.

Note: The con-trait items should be reverse-scored before computing a composite scale mean

APPENDIX E

QUESTIONNAIRES

Dear Respondents,

Sexual violence is a severe crime and the females of all over the world are facing this problem. To deal with this problem the research is required in this area. This research study titled ‘Media Portrayal of Sexual Violence against Women: An Empirical Study’ is a survey-based study. This questionnaire is an important part of a survey being conducted for my doctoral study. Your consent is important for the successful completion of this study. Your response will be held confidential and shall be used only for academic purposes. If you consent to take part in this study, please answer all the questions in this survey truthfully. We thank you for your contribution and time.

Demographic information of the respondent (Please tick at the appropriate places which describes you)

| | | | | | |
|------------------------------|----------|----------|--------------|--------------------|------------------------|
| Gender | Male | | | Female | |
| Age | | | | | |
| Educational Background | School | Graduate | Postgraduate | Above Postgraduate | Other (Please mention) |
| Area of residence (Locality) | Rural | | Urban | | |
| Working Status | Employed | | Unemployed | | |
| Religion | Hindu | | Sikh | Muslim | Christ en |

This section will measure your acceptance of rape myth. Please read each statement carefully and provide the response that best reflects your opinion on a scale from 1 to 7. Please choose only one option. 1=strongly disagree, 2=disagree, 3=somewhat disagree, 4=neither disagree nor agree, 5=somewhat agree, 6=agree, 7=strongly agree

| S.No | Questions | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|------|--|---|---|---|---|---|---|---|
| 1 | When women talk and act sexy, they are inviting rape. | | | | | | | |
| 2 | When a woman is raped, she usually did something careless to put herself in that situation. | | | | | | | |
| 3 | Even though the woman may call it rape, she probably enjoyed it. | | | | | | | |
| 4 | In any rape case one would have to question whether the victim is promiscuous or has a bad reputation. | | | | | | | |

This section will measure your acceptance of Sexual harassment myth. Please read each statement carefully and provide the response that best reflects your opinion on a scale from 1 to 7. Please choose only one option. 1=strongly disagree, 2=disagree, 3=somewhat disagree, 4=neither disagree nor agree, 5=somewhat agree, 6=agree, 7=strongly agree

| S.No. | Questions | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|-------|---|---|---|---|---|---|---|---|
| 5 | Sometimes women make up allegations of sexual harassment to extort money from their employer. | | | | | | | |
| 6 | Most women are flattered when they get sexual attention from men with whom they work. | | | | | | | |
| 7 | Most women secretly enjoy it when men "come on" to them at work. | | | | | | | |

| | | | | | | | | |
|---|---|--|--|--|--|--|--|--|
| 8 | Nearly all instances of sexual harassment would end if the woman simply told the man to stop. | | | | | | | |
|---|---|--|--|--|--|--|--|--|

This section will measure your general awareness about sexual violence against women. Please read each statement carefully and provide the response that best reflects your knowledge on a scale from 1 to 7. 1=very untrue of me, 2=untrue of me, 3=somewhat untrue of me, 4=neutral, 5=somewhat true of me, 6=true of me, 7=very true of me. Please choose only one option.

| S. No. | Questions | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|--------|--|---|---|---|---|---|---|---|
| 9 | I do know how to report a crime such as an incident of rape, sexual assault, sexual harassment and sexual abuse to the police. | | | | | | | |
| 10 | Abused women might experience sleep disturbance. | | | | | | | |
| 11 | When a woman sexually violated, she must seek psychological help. | | | | | | | |
| 12 | I do know the different forms of sexual violence against women. | | | | | | | |

This section will measure your opinion about cultural and social norms in India affecting sexual violence. This section will measure about media and media platforms, which you prefer to get information about sexual violence against women.

| | | | | |
|-------|--|------------|-------------------|---------------------|
| S.No. | Options | News media | Advertising Media | Entertainment Media |
| 13 | Please choose one option, which you prefer to get information about sexual violence against women. | | | |

14 Rank the following news media platforms in order of 1 to 5, to provide your opinion on how influential the following news media platforms are, in creating awareness about sexual violence against women. Where 1 is most influential and 5 is the least influential platform. (Please avoid repetition of ranks, mark unique rank to each media)

| | | | | | |
|-------|-------------------|------------|-------|-------------|--------------|
| Media | Traditional Media | Television | Radio | Print Media | Online media |
| Ranks | | | | | |

15 Rank the following advertising media platforms in order of 1 to 5, to provide your opinion on how influential the following advertising media platforms are, in creating awareness about sexual violence against women. Where 1 is most influential and 5 is the least influential platform. (Please avoid repetition of ranks, mark unique rank to each media)

| | | | | | |
|-------|-------------------|------------|-------|-------------|--------------|
| Media | Traditional Media | Television | Radio | Print Media | Online media |
| Ranks | | | | | |

16 Rank the following entertainment media platforms in order of 1 to 5, to provide your opinion on how influential the following entertainment media platforms are, in creating awareness about sexual violence against women. Where 1 is most influential and 5 is the least influential platform. (Please avoid repetition of ranks, mark unique rank to each media)

| | | | | | |
|-------|-------------------|------------|-------|-------------|--------------|
| Media | Traditional Media | Television | Radio | Print Media | Online media |
| Ranks | | | | | |

This section will measure your general awareness about sexual violence against women. Please read each statement carefully and provide the response that best reflects your knowledge on a scale from 1 to 7. 1=very untrue of me, 2=untrue of me, 3=somewhat untrue of me, 4=neutral, 5=somewhat true of me, 6=true of me, 7=very true of me. Please choose only one option.

| S.No. | Questions | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|-------|---|---|---|---|---|---|---|---|
| 17 | I do know about section 375 of Indian Penal Code. | | | | | | | |
| 18 | I do know about section 376 of Indian Penal Code | | | | | | | |
| 19 | I do know about section 377 of Indian Penal Code | | | | | | | |
| 20 | I do know about section 354 of Indian | | | | | | | |

| | | | | | | | | | |
|--|------------|--|--|--|--|--|--|--|--|
| | Penal Code | | | | | | | | |
|--|------------|--|--|--|--|--|--|--|--|

This section will measure your self-efficacy about resisting and reporting of an act of sexual against women. Please read each statement carefully and provide the response that best reflects your opinion on a scale from 1 to 7. Please choose only one option.

1=strongly disagree,2=disagree,3=somewhat disagree,4=neither disagree nor agree,5=somewhat agree,6=agree,7=strongly agree

| S.No. | Questions | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|-------|--|---|---|---|---|---|---|---|
| 21 | To resist an act of sexual violence against women would be easy for me. | | | | | | | |
| 22 | To report an act of sexual violence against women would be easy for me. | | | | | | | |
| 23 | I know how to resist an act of sexual violence against women. | | | | | | | |
| 24 | I know how to report an act of sexual violence against women. | | | | | | | |
| 25 | If I tried to resist sexual violence against women, I would have a high probability of succeeding. | | | | | | | |
| 26 | If I tried to report sexual violence against women, I would have a high probability of succeeding. | | | | | | | |
| 27 | I can always manage to resist an act of sexual violence against women if I try hard enough. | | | | | | | |

| | | | | | | | | | |
|----|---|--|--|--|--|--|--|--|--|
| 28 | I can always manage to report an act of sexual violence against women if I try hard enough. | | | | | | | | |
|----|---|--|--|--|--|--|--|--|--|

This section will measure your social dominance orientation. Please read each statement carefully and provide the response that best reflects your opinion on a scale from 1 to 7. Please choose only one option.

1=strongly disagree, 2=disagree, 3=somewhat disagree, 4=neither disagree nor agree, 5=somewhat agree, 6=agree, 7=strongly agree

| S.No | Questions | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|------|--|---|---|---|---|---|---|---|
| 29 | An ideal society requires some groups to be on top and others to be on the bottom. | | | | | | | |
| 30 | Some groups of people are simply inferior to other groups. | | | | | | | |
| 31 | No one group should dominate in society. | | | | | | | |
| 32 | Groups at the bottom are just as deserving as groups at the top. | | | | | | | |
| 33 | Group equality should not be our primary goal. | | | | | | | |
| 34 | It is unjust to try to make groups equal. | | | | | | | |
| 35 | We should do what we can to equalize conditions for different groups. | | | | | | | |
| 36 | We should work to give all groups an equal chance to succeed. | | | | | | | |

This section will measure your attitude towards resisting and reporting of sexual violence against women. Please read each statement carefully and provide the response that best

reflects your opinion on a scale from 1 to 7. Please choose only one option. 1=strongly disagree, 2=disagree, 3=somewhat disagree, 4=neither disagree nor agree, 5=somewhat agree, 6=agree, 7=strongly agree

| S.No. | Questions | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|-------|---|---|---|---|---|---|---|---|
| 37 | To resist an act of sexual violence against women implies more advantages than disadvantages to me. | | | | | | | |
| 38 | To report an act of sexual violence against women act implies more advantages than disadvantages to me. | | | | | | | |
| 39 | If I had the opportunity, I'd like to resist sexual violence against women. | | | | | | | |
| 40 | If I had the opportunity, I'd like to report sexual violence against women. | | | | | | | |
| 41 | To resist an act of sexual violence against women act would entail great satisfactions for me. | | | | | | | |
| 42 | To report an act of sexual violence against women would entail great satisfactions for me. | | | | | | | |

43 If you decided to resist the incident of Sexual violence would people in your close environment approve of that decision? Indicate from 1 (total disapproval) to 7 (total approval).

1= total disapproval, 2= disapproval, 3=somewhat disapproval, 4=neither disapproval nor approval, 5=somewhat approval, 6= approval, 7=total approval

| S.No. | Questions | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|-------|-------------------|---|---|---|---|---|---|---|
| a | Your close family | | | | | | | |

| | | | | | | | | |
|---|-----------------|--|--|--|--|--|--|--|
| | | | | | | | | |
| b | Your friends | | | | | | | |
| c | Your colleagues | | | | | | | |

44 If you decided to report the incident of Sexual violence would people in your close environment approve of that decision? Indicate from 1 (total disapproval) to 7 (total approval).

1= total disapproval,2= disapproval,3=somewhat disapproval,4=neither disapproval nor approval,5=somewhat approval,6= approval,7=total approval

| S.No. | Questions | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|-------|-------------------|---|---|---|---|---|---|---|
| a | Your close family | | | | | | | |
| b | Your friends | | | | | | | |
| c | Your colleagues | | | | | | | |

This section will measure your intention about reporting and resisting of an act of sexual violence against women. Please read each statement carefully and provide the response that best reflects your opinion on a scale from 1 to 7. Please choose only one option.1=strongly disagree,2=disagree,3=somewhat disagree,4=neither disagree nor agree,5=somewhat agree,6=agree,7=strongly agree

| S.No. | Questions | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|-------|--|---|---|---|---|---|---|---|
| 45 | I am ready to do anything to report the incident of sexual violence against women. | | | | | | | |
| 46 | I will make every effort to report the incident of sexual violence against women. | | | | | | | |
| 47 | I am determined to report the incident of sexual violence | | | | | | | |

| | | | | | | | | |
|----|--|--|--|--|--|--|--|--|
| | against women. | | | | | | | |
| 48 | I am ready to do anything to resist the incident of sexual violence against women. | | | | | | | |
| 49 | I will make every effort to resist the incident of sexual violence against women. | | | | | | | |
| 50 | I am determined to resist the incident of sexual violence against women. | | | | | | | |

This section will measure your frequency of getting exposure to media content that portrays sexual violence against women. Please report for every question how often you watch or read this type of content on different media. This could be clips or content on news media or advertising media. Please read each statement carefully and provide the response that best talks about your frequency of exposure on a scale of 1 to 5. 1=never, 2=rarely, 3=sometimes, 4=very often, 5= Always. Please choose only one option. How often do you get exposure to these kinds of media content, in which?

| S.No. | How often do you get exposure to these kinds of media content, in which? | 1 | 2 | 3 | 4 | 5 |
|-------|--|---|---|---|---|---|
| 60 | People who openly talk about sex | | | | | |
| 61 | Sexual violence against women is portrayed | | | | | |
| 62 | News about Sexual Violence against women is portrayed | | | | | |
| 63 | Information about sexual violence against women is portrayed | | | | | |
| 64 | Consequences of sexual violence against women are portrayed | | | | | |

APPENDIX F

LIST OF PUBLICATIONS AND PAPER PRESENTATIONS

1. Shukla, S. & Singh, P. P. (2019). Sexual violence against women: An Indian perspective. *Journal of The Gujarat Research Society* ,21(8S),806-814. (**UGC CARE LISTED JOURNAL**)
2. Shukla, S., Singh, P. P, Lakhanpal S. (2020) Role of social media in creating awareness of sexual violence against women: An analysis with special reference to # MeToo Movement in India. *European Journal of Molecular & Clinical Medicine*, (7) 7, 6256-6264 (**SCOPUS INDEXED**)
3. Shukla, S., Singh, P.P., Garima. (2020). #Me too movement: influence of social media engagement on intention to control sexual harassment against women. *Journal of Content, Community & Communication*,12(6), 57-69. (**SCOPUS INDEXED**)
4. Ahmad, A. & Shukla, S. (2020) Coverage of rape cases in media with special reference to ‘Nirbhaya’ Gangrape. *Dialogue Quarterly*, 22,119-128. (**UGC CARE LISTED JOURNAL**).
5. Shukla, S., Singh, P.P.(2019). Role of Social Media in creating awareness of Sexual Violence against Women: An Analysis with Special Reference to # Me Too Movement in India in National E-Conference on Education and Development: Post COVID-19 organized by School of Education, Lovely Professional University, Punjab. 26 September 2020
6. Shukla,S.(2020). Portrayal of Women as Sexual Objects in Static Display Advertisement, Paper Presented at the International conference ‘The Age of Digital Transformation: Impact of emerging technologies in Marketing’ organized by IMS Unison University, 18 -19 December, 2020
7. Shukla, S. (2020). Representation of Sexual Violence against Women in Online News Media, Paper presented at National Conference on Digital Indian: Challenges and Opportunities, organized by Excel Research Management in collaboration with Makhan Lal Chaturvedi University, 21 February,2021
8. Shukla, S., Singh, P. P. (2021). Framing Rape Crimes: An Analysis of Attribution in News Stories About Rape Crimes, impact on legal awareness of individual’s, Paper Presented at the Doctoral Congress ‘DoCoMaCo 2021’ organized by ‘Xavier University, Bhubaneswar,10-11 April,2021

APPENDIX G

CERTIFICATE OF RESEARCH PROGRAMS PARTICIPATION



Government of India
Ministry of Human Resource
Development

*Teaching Learning Centre
Ramanujan College
University of Delhi*

Sponsored by
MINISTRY OF HUMAN RESOURCE DEVELOPMENT
PANDIT MADAN MOHAN MALAVIYA
NATIONAL MISSION ON TEACHERS AND TEACHING

Certificate

This is to certify that

Ms. Seema Shukla

of

IMS Unison University

successfully completed One Week Faculty Development Programme on
"Open Source Tools for Research"
from June 08 - June 14, 2020.



Handwritten signature of Dr. S.P. Aggarwal in blue ink.

Dr. S.P. AGGARWAL
(Principal)

Handwritten signature of Mr. Sahil Pathak in blue ink.

Mr. Sahil Pathak
(Convenor)



Certificate

Of Participation

This is to certify that Seema Shukla, Assistant Professor, IMS Unison University, has attended the Online workshop entitled **“Designing, Conducting and Writing Mixed Method Research Design”** organised by Koach Scholar, New Delhi from 31st October to 4th November, 2020.

Dr. Atul Shiva
Assistant Professor
University School of
Business, Chandigarh

Dr. Gagan Deep Sharma
Assistant Professor
GGSIU University, New
Delhi

Dr. RPS Kaurav
Assistant Professor
PIBM, Gwalior



FIIB – AICTE Faculty Development Program Certificate of Participation

This certificate is awarded to **Seema Shukla** for having successfully completed the AICTE Sponsored **Two-week Online Faculty Development Program (FDP) on "Multivariate Statistics"** organized by Fortune Institute of International Business (FIIB), New Delhi from June 1-14, 2021.

Dr. Abhishek Behl
FDP Chair

Dr. Manish Kamdar
Registrar, FIIB


Col. B. Venkat
Director, AICTE