Effects of Media Advertisement Representation of Womens' Body Image on Violence against Women in Bangladesh

Halimatus Sadia[1*], Md. Arman Sorif Jibon[2], Md. Shahin Parvez[3]

[1]Masters of Arts in Religious Studies, Ruhr University Bochum, Germany.
[2]Lecturer, Department of Sociology and Anthropology, Green University of Bangladesh.
[3]Lecturer, Department of Electrical and Computer Engineering, Presidency University, Dhaka, Bangladesh.

Abstract- **In most societies, women are the victims of physical, sexual, psychological, and economic violence. Sexual abuse is the main obstacle to the achievement of their rights. Most of the advertisements on national television channels, newspapers, and magazines in Bangladesh were the depiction of a women's body as a sexual thing. The present comprehensive study is to identify how advertisement represents women and its impact on woman's identity construction. This research also investigates the effect of media advertisement on the young generation. This quantitative study was conducted, through 80 male and female students were randomly selected from the two reputed universities at Khulna in Bangladesh. This study found that about 80 percent of women and more than 77.5 percent of women were accordingly victims of sexual assault and faced body shaming. Women are always conscious about to be being thin-shaped body; consequently, they were dissatisfied with their body shape, which was calculated by almost about 70 percent of girls. Most of them (81.25%) men and their families looking for a bride consider girls with bright looks. This research observed that the viewpoint on women was all about the reflection of the media's advertisement on society. This study will help to take initiatives where problems have arrived and how media advertisers promote the product more consciously which will maintain a certain cultural sentiment.**

Keywords- **Media, Advertisements, Women, Sexual Assault, Bangladesh.**

I. INTRODUCTION

Media has an important influence on its presentation and it contributes to our understanding of the world and our social identities. Magazine and satellite media are current and popular social forms of representation in the world. Furthermore, Media holds adequate images of masculinity and sexuality, which is most likely that these views and ideas impact on sexual harassment of women.

As of 2019, the government of Bangladesh had approved 45 television stations, with 37 of them presently broadcasting (Dhaka Tribune, 2021). Five television channels have been decommissioned: CSB News, Channel I, Diganta Television, Islamic TV, and Channel 16. There are four state-run television stations in Bangladesh, as well as many privately held television stations. BTV Dhaka and BTV Chittagong are the only terrestrial television stations available at the moment. A lot of media pictures of female beauty are impossible to attain for a majority of women. The media continues to establish impractical standards for what body size and look is considered "normal." (Gerber, 2010). Most of the advertisements in Bangladesh depict the women's body as a sexual thing which is influencing young generations towards violence against women. The concept of violence against women in Bangladesh is not new, got its power at the end of the 20th century but inequitable practices against women are dominant that rooted in traditional and cultural norms (Hossain, 2016).

Media that sexually objectify women by portraying them in ways that emphasize physical beauty and sexual readiness as well as reduce them to decorative and sexual objects have been traditionally identified by scholars as a powerful cultural risk factor encouraging sexual harassment and sexual violence (Galdi and Guizzo, 2020). Violence against women has become the reality of the present time in Bangladesh. Girls are facing many types of oppression like eve-teasing, rape, sexual harassment, etc. along with this, women are always feeling bad about their black skin, fatty body, and trying to get more perfect skin and body, consequences of media advertisements increasing the rate of showing women's bodies. Sufferers of sexual harassment usually report physical effects such as headache, nausea, disturbed sleep, loss of appetite, and weight loss (Magley et al., 1999; Willness et al., 2007).

Psychological problems include a general decrease in well-being, life satisfaction, and self-confidence, as well as a number of stress-related signs such as depression, anxiety, irritation, and burnout-related symptoms such as emotional exhaustion (Street et al., 2008). Visual depiction increases in magazine content and is our dominant instrument in shaping attitudes and beliefs (Khatun et al., 2020). It creates visual pleasure for young generations. The researcher's main concern of this study is to identify how advertisement represents women and its impact on woman's identity construction. This research also investigates the effect of media advertisement on the young generation.

II. LITERATURE REVIEW

The literature provides further background on the media landscape with specific reference to the print and mass media

industry. Many theoretical perspectives reinforce representation and the media; thus, the researcher employs the dominant theories to discuss the literature.

Julie M. Stankiewicz et al. observed how women are seen as sex objects in print media and how female sexuality sells products and is often used in advertising. This idea has come across as a dominant focus in this review of literature: body monitoring is being highly conscious of one's body and noticing small changes and trying to fit an absolute ideal. it is true, so it is not surprising that this research found that women are shown as sex objects in one of two ads. (Stankiewicz, Julie M., and Francine Rosselli, 2008).

The aspects of women's sexuality in the advertisement, M.-E Kang examined the magazines showing women images in between 1979 and 1991, and he observed there are continuously presenting the same stereotyped pictures of women: Nude or partially nude photos of women increased by almost 30% from 1979 to 1991 (Kang, Mee-Eun; December 1997).

Govender, Nereshnee et al. findings reveal that gender stereotypes flourish in magazine scripts that frequently characterize women as sex objects for male consumption; thus, not reflecting the various and progressive roles of modern-day women. His study found that magazines' depiction of women and the impact on women's identity construction, related sceneries of media's fabrication and consumption practices are also noticed, as there is a strong relationship between economics that distributing to shape media content. This model contributes to promoting variety in media content, proprietorship and control, critical community and media liability in terms of gender equality and social transformation (Govender and Nereshnee, 2015).

Aubrey's findings from a 2-year study on the effects of sexually objectifying media on body image surveillance and self-objectification showed that body observation for women is regular without media influence; hence, women are less possibly to be influenced by the media content (Aubrey, 2006).

Gauntlett (2002) conducted a historical study and explored the changing constructions of femininity and masculinity. He looked at gendered identities from the 1940s to the 21st century and highlights how representations of gender in mass media have evolved. Friedan in Gauntlett, (2002: 50) states that in the '40s and 50's the 'happy housewife heroine' was celebrated in magazines and in the 60's the representations of gender deviated from these traditional roles for women. Despite the development of woman in the workplace and politics and global affairs, the popularity of more traditional magazines such as Family Circle, Ladies' Home Journal, Women's Own and Women's Weekly in the US was still dominant.

According to Gauntlett (2002: 53), the arrival of Ms. and Cosmopolitan during the 1970s and 1980s reflected sexual identity for women and reflected their multiple roles. Advertising in the United States was similarly shaped by changes in gender representation taking place in the '90s. His study, however, posits that despite advertisers portraying women in more realistic roles the ideal of women as 'attractive,' 'slim' and 'young' as compared to men who were 'strong', 'fit', 'adventurous' and 'active' was not dislodged.

Media messages reproduce sexist labels that associate man's personalities with violence, domination, anger, freedom and power, while women are presented as sensitive, emotional, weak, and dependent upon male activities (Elasmar, Hasegawa and Brain, 1999; Thompson et al., 1995).

Women are usually stereotyped as sexual objects or even as mere body parts. Some examples show that: female nudity in magazine advertisements increased significantly around the world between 1983 and 1999 (Reicht et al., 1999); teen female TV characters used to be hyper-gendered (Holdden, 2012).

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III. CONCEPTUAL FRAMEWORK

The term media refers to the components of the mass media communications industry, such as print media, publishing, the news media, photography, cinema, broadcasting (radio and television), and advertising (Martin Lister; Jon Dovey; et al. 2009).

The word 'body image' has many definitions in different aspects. Overall, body image is defined as one's perceptions, views, approaches, and feelings about one's own body (Fisher, 1986). The meaning of body image incorporates an individual's observations and attitudes about his or her physical presence. Cash & Pruzinsky, 2002 mentioned two components body image investment and evaluation. Investment is 'the cognitive-behavioral person's place in their appearance,' and assessment is 'positive-to-negative judgments and beliefs about one's view' (Cash & Pruzinsky, 2002, p. 42). Due to the complexity of body image, the notion consists of body satisfaction, appearance evaluation, body schema, body esteem, abnormality, body image disturbance, and other concepts related to body image (Cash & Pruzinsky, 2002; Jung, Lennon, & Rudd, 2001).

Bogard (1988: 133) divided the violence against women into personal violence and structural violence. Individual violence is visible such as battering, sexual harassment and rape. in contrast, Structural violence is invisible but obdurate in the social system related to norms, thought, and beliefs, then blended and transferred to other generations through the socialization patterns, such as values of men's and women's

roles, women's images, the role of the wife etc. These automatically affect the violent anticipation of receivers.

The announcement on the elimination of violence against women from the United Nations General Assembly on December 20, 1993, summarized they're pointed out that violence against women will be a barrier to fulfilling humanity's goals of equality, prosperity and peace. Violence is also a violation of the rights and fundamental freedoms of women. Violence against women is a power relationship between men and women, which is unequal (Khatun et al., 2020). Violence against women is one of the critical social mechanisms that affect women's status, making them inferior to men (Khatun et al., 2020). The above discussion defined violence against women as an attempt of sexual violence which may physically, sexually, or mentally hurt or offend women (Khatun et al., 2020). This includes threat and deprivation both publicly and in personal life. Thus, violence against women definitions involves 1) physical, sexual, or mental violence within the family which includes battering, sexual abuse, rape by the husband, female abortion, verbal threat or hurt, customary laws that badly affect women as well as improper treatment and blocking women's right to the primary resources; 2) violence which is not by a spouse but takes advantage of women as shown in murder after the rape, trafficking in women, sexual harassment in workplaces or schools (United Nations, 2006: 66-68); 3) physical, sexual, and mental violence within the society, including rape, sexual assault, violence in the workplace, school or other places, trafficking in girls and forced prostitution. Besides these, ignorance of the state of those forms of violence counts as violence as well.

IV. THEORETICAL FRAMEWORK

Although many theorists have written about these, authors are tried to add some theoretical aspects that have related to my research area.

4.1 Feminist Media Theory

The feminist media theory as a reflection of women in the media, according to Pipithkul (2005: 8-9), was out of date and had an impact on women's exterior and interior images. Women absorbed those images into their minds and allowed them to rule their lives, particularly their male-female relationships. The dominance of women's ideas and personal way of life was influenced by media pictures of women, as well as men's views, which framed women in similar visions. The stereotype was shaped by this school of thought. These circumstances prompted further research by academics interested in feminism in the media, who claimed subsequently that they wanted to know what the thought behind the presentation was, and how to uncover and revoke that notion. Images used as a socializing agent in the media have the potential to have a considerable impact on people's attitudes, values, ideas, and behavior (Somsawas, 2006). There was more study to confirm the effect of mass media on women's difficulties as the media became more important in

society. Women have been portrayed in the media as victims of violence or as sexual objects (Saejung et al. 2001).

Susan Faludi (1991) contended in her best-selling book Backlash: The Undeclared War Against Women that films from the 1980s, such as Fatal Attraction (1987) and Baby Boom (1987), were part of a greater backlash against women's independence and vocations. She emphasized how female characters are frequently restricted to supporting roles. This emphasizes on the fact that males were given primary characters and dominant roles in the media, particularly in films, while women were confined to romantic partners, helpers, and housewife roles. Women's representation in media material may have a significant influence on how they express and develop their identity.

4.2 Media Effects Theory

According to Fourie (2001:103), media impacts theories began by focusing on the impact of the media on individual behavior and then evolved into a more holistic view to the media's impact on society and culture. As a result, it began with simple assumptions about the media's influence and gradually evolved into more complicated and numerous assumptions, revealing a great deal about the media as well as society and mankind.

The essential premise of long-term theories, according to Fourie (2001:237), is that media do not have an instantaneous influence on behavior and people's thinking. Even so, it has the potential to influence attitudes over a longer period of time when people are exposed to media information. Agenda-setting theory, modeling theory, social expectancies theory, accumulation theory, the spiral of silence theory, framing theory, and diffusion of innovation theory are just a few of the long-term media influence theories.

4.3 Accumulation Theory

This idea describes how long-term exposure to topics in the media may alter people's perceptions, attitudes, and behaviors. The following are the perspectives of DeFleur and Dennis (1994: 579) on the theory. The media continually broadcasts messages and descriptions of societal problems and occurrences. These include issues like sex and race discrimination, as well as social and economic issues. These representations complement one another. "As people become more aware of these messages, a greater understanding in the interpretations of the issue offered by the media emerges on a person-to-person basis"; "Beliefs and attitudes that act as guides to behavior for members of the audience" result from a growing grasp of the themes given by the media. As a result, "small individual-by-individual changes aggregate, and new ideas and attitudes evolve, resulting in large shifts in the topic's standards of proper behavior." Fourie (2001: 239) argues that "accumulation theory explains the role of the mass media in changing people's approaches about areas for instance divorce, sex, politics and style, over a while." This denotes that if different mass media support each other over a

period of time, this can lead to changes in the approach people think and act.

4.4 Cultivation Theory

Gerbner et al. (1980) argue that repeated exposure to similar themes (on television) might induce audiences to adopt those ideas and accept media portrayals as representations of reality, according to Cultivation theory. The cultivation analysis hypothesis explains the influence and consequences of one's media exposure.

Gerbner, Gross, Morgan and Signorielli (1993) identified that what is most popular tends to imitate and cultivate dominant cultural thoughts. In their investigation and study on the effect of extended coverage to television, they found that long-standing exposure has a specific impact on the overall assumed arrangement and assumptions made by persons. In turn, is what advances into stereotypes and biases. We have found that long-standing exposure to television, in which normal violence is virtually unavoidable, tends to nurture the image of a relatively mean and risky world. Gerbner et al. (1993) found that television, for example, has become a common source of socialization and everyday information, typically in the form of amusement, which has become part of a shared countrywide culture. As a result, they emphasize that exposure to the complete pattern, rather than just a specific area or platform, is responsible for the historically novel and diverse effects of watching television: the fostering of common perceptions of reality among otherwise disparate individuals.

V. METHODOLOGY

5.1 Study Area

A study on the assessment of media representation of women and its influences towards violence against women. This research was conducted among the students of Khulna University, Khulna, and Khulna University of Engineering & Technology.

5.2 Method of Data Collection

For the achievement of research objectives, a quantitative method approach consisting of a systematic literature review and survey has been carried out. The reason for selecting this method is that it is very effective for collecting and analyzing data. In this regard, the interview schedule has been used for the survey.

5.3 Sampling Procedure

After identifying the research problem and determining the most appropriate type of objective, researchers decided to which cases (people) are to be included as subjects in the study. For this study sample has drawn purposively. Purposive sampling followed to conduct this study.

5.4 Sample Size

All students in selected areas were considered of the population and analysis unit of the research. This study was conducted through 80 sample male and female students and randomly selected from the two reputed universities at Khulna in Bangladesh. In this study, data had been collected during February- September, 2021.

5.5 Techniques of Data Collection

Mainly the study is based on primary data. Primary information is provided directly by the selected people in the sample area. Basically, face to face interviews were considered to collect information. The information was collected through a semi-structured interview schedule.
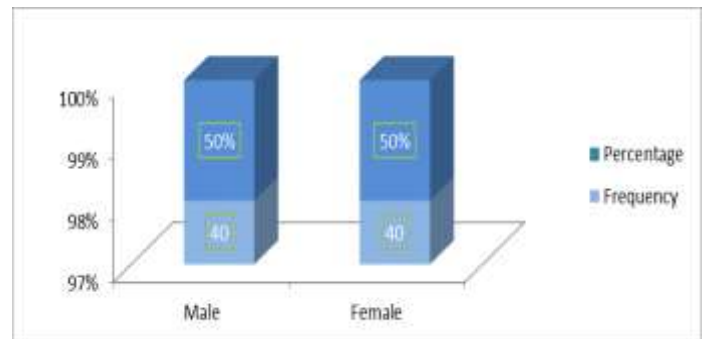
5.6 Data Analysis Plan

The Statistical Program for Social Sciences (SPSS) version 15 has been used for data entry and analysis. All the data is presented through tables.

VI. FINDINGS AND DISCUSSION

6.1 Socio-demographic information of the respondents

Figure 1: Sex of the respondents

Source: Field Study, September, 2021

Among 80 respondents, half of the respondents were female, and half of them were male. These types of respondents were selected by the researcher for assessing the perception of both male and female respondents (Figure 1).

Table 1: Educational status of the respondents

Education	Frequency	Percentage
1st year	11	13.75%
2nd year	16	20%
3rd year	15	18.75%
4th year	23	28.75%
Masters	15	18.75%
Total	80	100%

Source: Field Study, September, 2021

More than 13.75% were undergraduate 1st-year students, 20% were 2nd-year students, 18.75% were 3rd-year students, 28.75%

were undergraduate final-year students, and 18.75% respondents were postgraduate students (Table 1).

6.2 Respondent's perception of the media representation impact on the women's identity.

Media advertisement depicts women's bodies and beauty as impacting the others woman's identity construction and causing violence against women. Advertising, mainly for fashion and make-up, has an influential result on how we see ourselves and how we consider we should look. They also have an enormous effect on physique image and dissatisfaction: 50% of advertisements found in teen magazines use "sexualized beauty" to trade and sell commodities, making an outlook from a young stage that beauty is defined by appearance and acting a certain manner (Wang, K ,2017).

Table 2: Respondents' perceptions about the media advertisement exposing women's bodies.

Opinion	Frequency	Percentage
Badly exposed	18	22.5%
Shows woman as a sex object	22	27.5%
Unnecessary content	25	31.25%
Not badly exposed	15	18.75%
Total	80	100%

Source: Field Study, September, 2021

Among the respondents, the majority 31.25% identified that media ads provided unnecessary content to them, the other respondents (22.5%) said advertisements badly exposed women in media. However, 18.75% thought that ads were not badly exposed to women in media (Table 2).

Figure 2: Media perpetuate thin body, bright looking and gender stratification
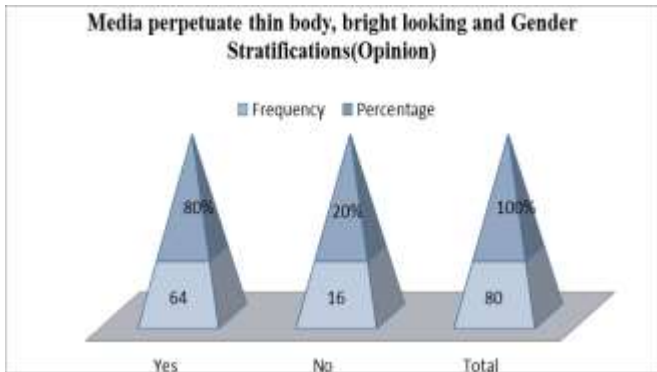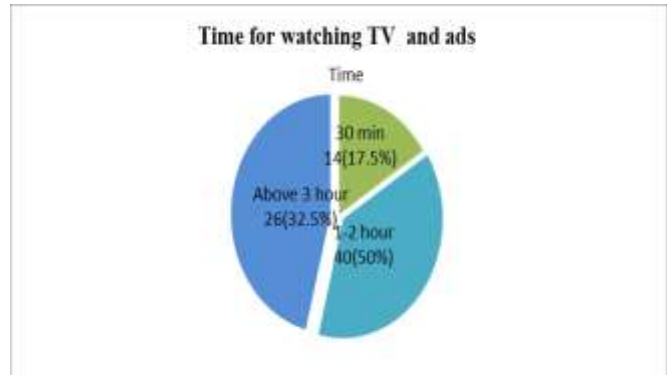

Source: Field Study, September, 2021

Promoters consider that slim model can sell products. For nearly an era, commercial advertisement committees have been interested in or contributed to women's insecurities in expectations of trading, selling them the solution (Copeland, 2011). Even underweight artists are regularly not seen as being thin enough by editing, who use photo editing software, like Photoshop and other tools to make women who are

exactly "too thin to be true" – along with changing pictures of models so they meet this standard (Jezebel, 2010). Regarding the respondent's opinion of this study about the media perpetuated, most of the respondents (80%) agreed that media spread thin body idols, bright looking, and gender stratification. Others have disagreed with this statement about 20% of respondents. (Figure 2).

6.3 Media advertisements influence young generations

Figure 3: Respondents' time spending on watching television and internet browsing

Source: Field Study, September, 2021

In this article, the researcher found that most of the respondents were watching television and browsed the internet for recreational purposes. Among the participants, 50% spent 1 to 2 hours watching television a day on average, 32.5% spent above 3 hours, 17.5% spend 30 minutes watching television and internet browsing, meanwhile, and they have watched advertisements frequently (figure 3).

Figure 4: In which media did the respondents spend the most time watching advertisements?

There are several sources where advertisements are shown. Among the respondents, 52% were watching advertisements while watching television programs, 28% watching ads while browsing the internet and 20% were advertisements seen in magazines & newspapers (Figure-4).

Table 3: Respondents purchasing the product by the influence after watching the advertisements

Buying products	Frequency	Percentage
Frequently	12	52%
Occasionally	26	28%
Never	14	20%
Total	80	100%

Source: Field Study, September, 2021

This research shows that 52% of respondents were influenced by media advertisements for buying their products frequently, and 28% consumed goods occasionally after watching ads. Only 20% of participants were not influenced by advertisements in choosing their products (Table 3).

6.4 Media content and advertisement impact the family and women's life

Table 4: women faced body shaming

Faced body shaming	Frequency	Percentage
Yes	31	77.5%
No	09	22.5%
Total	40	100%

Source: Field Study, September, 2021

The media has significant control of society's needs, values, attitudes, etc. Some of the advertisement and media content has shown specific body shapes as an ideal. For that reason, most women faced contemptible body shaming and verbal attacks. Women are suffering eve-teasing by the pedestrian, by their friends or even classmates while she walking on the street, at the market even at school, college, or university. Exposure to sexually objectifying media affects not only women's self-perception and activities but also the way women are perceived and treated by others (Galdi & Guizzo, 2020). This study draws a result among forty women, 77.5% stated that they were faced with body shaming and bad comments. Only 22.5% of respondents indicated that they were not faced with body shaming (Table 4).

Table 5: Percentage of experiences of sexual harassment by physical or verbal

Sexual assault/eve-teasing	Frequency	Percentage
Yes	32	80%
No	08	20%
Total	40	100%

Source: Field Study, September, 2021

The more men regularly purchase and watch sexually representing media, such as magazines, TV reality shows, and drama programs, the more likely they are to think of women as mere objects that happen for men's sexual desire (Seabrook et al. 2018, Wright and Tokunaga 2016, in the United States). This desensitized perspective on women, in turn, has been found to predict rape myth acceptance (Seabrook et al. 2018), behaviors supportive of sexual violence (Wright and Tokunaga 2016), and engagement in behaviors of sexual deception (Seabrook et al. 2018). Alarmingly this research has shown that more than 80% of women willingly confessed that they have faced eve-teasing or sexual assault and only 20% of respondents said they never faced any verbal or physical sexual violation (Table 5).

Table 6: Women's assessment of their body shape and physical appearance

Women view	Frequency	Percentage
Satisfied	12	30%
Dissatisfied	28	70%
Total	40	100%

Source: Field Study, September, 2021

This research also sees that women were aware of their body size and tried to get the ideal shape as shown in media. Most of the respondents, about 70% were unhappy with their body shape, and only 30% were satisfied with their body among forty women (Table 6).

Table 7: Types of the girl looking for marriage

Prefers girls for marriage	Frequency	Percentage
Bright& slim figure	65	81.25%
Black color	00	00%
Average looking	15	18.75%
Total	80	100%

Source: Field Study, September, 2021

Almost all of the media depicts the bright-looking, and slim figure as beautiful. Those depictions are shaping the societies manners and attitudes in terms of the meaning of beauty. Consequently, every man and every family in our society wants so-called beautiful girl for marriage or choose a beautiful bride for their brother or son. This research found that over eighty-one percent of families were preferred bright-looking and thin-figured girls for marriage, only 18.75% of respondents wants average looking bride for him or other family members. There are no preferences for the black colored or overweighed girls for marriage (Table 7).

VII. DISCUSSION

The research discloses some parts of conception about the representation of women in media and women were carrying out this research. The research tries to disclose some parts of conception about the representation of women in the media, whereas women played an important role in carrying out this research. Bangladesh is the least developed country in the world. It is estimated that the dominance percentage of Violence against Women is awfully high. Hence, it is an obstacle to the reparation of equality and development (Schuler SR. et al., 1996). The role of media in the depiction of women has become a very important topic in recent years because some media content and ads brought a new level of violence against women; especially the young generation has been motivated to commit a crime like rape, eve-teasing, etc. This study has been done through 80 participants, who studied in two reputed universities at Khulna.

The study found that most of the respondents spent their leisure time watching television or the internet browsing the internet for recreational purposes. The researcher identified a large portion of the respondents (50%) spend 1 to 2 hours, and 32.5% of respondents spent above 3 hours watching television and internet browsing. Meanwhile, they have watched advertisements frequently. This work reveals that about 80 percent of women were victims of sexual assault or eve-teasing. Body image can learn and formed from many different sources, of which media have played an important role to create it. Therefore, media is highlighting both a thin ideal and sex appeal can have negative impacts on society,

particularly on girls. This research shows, that about 77.5% of women faced body shaming. The rate of violence, expanding such as eve-teasing, body shaming, assault, rape, and this violence brought by the media is a new form of violence that media characterize women as sex objects Women are always exposed to social and cultural pressures of thinness and beauty and are influenced by family, peers, mass media and even by self-comparisons with others (Choate, 2005; David & McCabe, 2005). When a difference between the ideal and the actual self exists, self-comparisons can provide body frustration and negative feelings. According to self-discrepancy theory, the conflict between the 'actual' and 'ideal' self is related to depressive feelings (Higgins, 1989). Individuals with self-discrepancy from the ideal are likely to develop low self-esteem and bad body images (Jung et al., 2001; Kim &Lennon, 2007). Every girl wants to be more beautiful than she looks. They are always conscious about their body shape and try to be thin and particular body shaped; in consequence, they were mentally depressed as well as dissatisfied with their body shape or overweighed, it was about 70 percent of girls. Most of the male respondents and families (81.25%) looking for a bride consider girls with bright looks and a slim body as ideal for their marriage.

Therefore, advertisements can importantly shape our society continuously. Media often capitalize on people's desire to be attractive, encouraging an association between physical appearance, sexual desire, and social success. The number of full-page ads that featured women in which women were simultaneous sex objects and victims or aggressors was computed for each magazine.

Finally, the researcher has suggested some recommendations that might improve their vulnerable situation and reduce their inferiority complex on the ground of gender in the Media and ads. The respondents and literature have suggested that the experts ought to consider making further policies regarding media images, and policymakers would have to serious attention to the dangers that the media ads pose to their intended viewers of young generations. More professionals in counseling, publicizing, marketing, and education, in addition to parents and teachers are being made conscious of the issue. The more steps that can be occupied towards a common understanding of the impact media images can have on violence against women.

VIII. CONCLUSION

Violence against women (VAW) is a very serious crime and still conveys an undesired connection between women and violence. The media play a significant role, both as an institution and a mechanism for the transmission of patriarchal customs, by perpetuating the discourse on violence against women in many ways, such as gender and physical beauty, women as sexual products, women identity crisis, culture, and values. Many research studies support that patriarchy and the young affect the representation of women in violence against women through advertisements, which builds day by day

social truths that women are the victims of violence. The status of women, who are still only sexual objects and under men's power, is reproduced continuously through all the media. From an analysis of the discourse on violence against women in the mass media, academics should be aware of the influence of the media and find appropriate approaches for positive social change. This would create a movement towards the correct understanding.

IX. RECOMMENDATIONS

- ➢ To be eliminated the domestic violence patriarchal mindset must be changed. Media could be an effective role for creating awareness and education about violence among the violated women.
- ➢ Both women and men should be conducted for social awareness. Educational program in all societies and cultures both women, men and children there should be need.
- ➢ Governments should ratify the relevant human rights treaties and conventions and translate these into national laws so that there is an appropriate framework to support VAW-actions.
- ➢ Law enforcement and prosecution are necessary and prosecutions are necessary in order for the judicial system to combat violence against women (VAW).
- ➢ Legal procedure should be simplified to make them accessible for illiterate women and changing the attitude of male towards female

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