



Social Norms Toolkit:



The Normalization of Violence

Explaining the connection between the normalization of violence and sexual assault



What is the normalization of violence?

PARENTAL
ADVISORY
EXPLICIT CONTENT

The normalization of violence is the acceptance that violence is an immutable part of life, that depictions of violence do not have real life consequences, and that it is the responsibility of the victim, not the perpetrator, to prevent violence.

Where do we see/experience it?



We see it in movies, TV shows, video games, pornography, and advertisements that not only show violence as routine but frequently glamorize and celebrate its use, often romanticizing sexual violence.



We experience it through language that makes light of violent acts ("I raped that game!"), popular songs that, intentionally or not, trivialize violence ("hit me baby one more time"), or common phrases that employ sexual violence as a casual insult ("go f*** yourself" or "suck it").

References

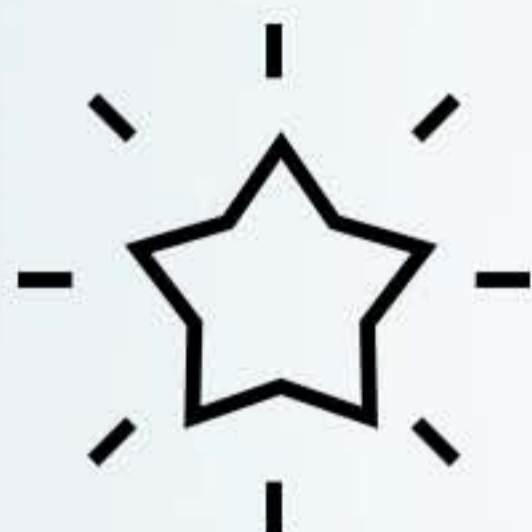
National Intimate Partner and Sexual Violence Survey

What can we do about it?



Below are links to age-appropriate activities for children, adolescents, and adults that teach the normalization of violence and the effect that this normalization has on individuals, communities, and society.

Activities



Grades K-5



Grades 6-8



Grades 9-12 and College Level/ Young Adults

Additional Resources

[Normalization of Violence Webinar](#)

[Violence against women—it's a men's issue Ted Talk](#)

[Dreamworlds III: Desire, Sex, and Power in Music Video](#)

[Wrestling with Manhood: Boys Bullying and Battering](#)

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Images

Two Heads

Victim Blaming Word Cloud

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