

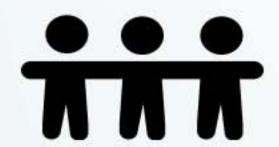
Social Norms Toolkit:



The Normalization of Violence

Explaining the connection between the normalization of violence and sexual assault









What is the normalization of violence?



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

How does the normalization of violence lead to sexual assault?



Nearly 1 in 5 women in the United States have experienced rape or attempted rape some time in their lives



By the time the average child is eighteen years old, they will have witnessed 200,000 acts of violence and 16,000 murders



Nearly 75 percent of violent scenes on television feature no immediate punishment for or condemnation of violence

National Intimate Partner and Sexual Violence Survey Media Violence: Facts and Statistics

- When violence is normalized it is expected and accepted as a natural part of society.*
- The perpetuation of representations of men as intrinsically violent, the sexualization of violence, and the romanticization of violent sexuality contribute to a culture where sexual assault is not taken seriously, victims and survivors do not come forward, and the victim is blamed for their assault.**
- Acts of violence are often framed by the media as isolated events instead of as part of larger narratives about violent masculinity and gender-based oppression.**
- Institutions like the military***, sports teams****, and fraternities***** that rely on and encourage male aggressiveness have disproportionately high rates of sexual assault.



References

- * Normalization of violence webinar
- **Violence and the media
- ***Hight rates of sexual assault in the military
- ****Athletes and sexual assault
- ****Athletes and sexual assault
- *****Fraternities and sexual assault

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

Dreamworlds III: Desire, Sex, and Power in Music Video Violence against women—it's a men's issue Ted Talk

Wrestling with Manhood: Boys Bullying and Battering

Contact us



www.facebook.com/ wcasa



(608) 257-1516



wcasa@wcasa.org



www.twitter.com/ wcasa org



2801 West Beltlne Highway Suite 202 Madison, WI 53713

Images

Two Heads

Victim Blaming Word Cloud

