

SOCIAL CONSTRUCTION OF DOMESTIC VIOLENCE PROBLEM MEDIA AND SOCIAL CAMPAIGNS DISCOURSE IN POLAND

Women outside webinar
Copenhagen, Dec. 4th, 2020



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POLICY AND LEGAL CONTEXT

As a social problem – unclear status:

- 2005 – Polish gov. passes the **Counteraction Domestic Violence Law** (upd. 2015, 2020)
- 2012 – signs the **Istanbul Convention** (Council of Europe Convention on preventing and combating violence against women and domestic violence)
- 2015 – ratifies the *Istanbul Convention*
- Dec. 2019 – **legislative project** by the Min. of Family, Work and Social Policy:
 - *The perpetrator of domestic violence will be a person who by repeated deliberate action or omission, in particular risking loss of life or health, violates the rights or personal rights of the closest person or another person living and managing together and towards whom the "Blue Cards" procedure was initiated.*
 - Returned to the applicants by the Prime Minister: *Counteracting domestic violence is a priority of the (***** ***) government, and Polish law must (...) without a shadow of a doubt fully protect the victims.*
- April 2020 - **Anti-violence act** (immediate isolation of the perpetrators from their victims [art.52-IC])
 - Polish Ombudsman: *This act is extremely important in times of pandemic [due to potential victims - AK] being forced living and working at home.*
- July 2020 – Polish gov. submits a request to the Constitutional Tribunal to determine whether the *Istanbul Convention* is in accordance with the country's constitution (*possible*

LEGAL CONTEXT - CONTROVERSIES

Both:

- new amendments to Polish *Counteraction Domestic Violence Law* and
- *Istanbul Convention*

constitute the core of discourse on moral and social condition of the Polish family.

- **The CDVL:**

- Introduces prohibition to use any physical punishment methods against children.
- In case of a direct risk of life - or health loss by a child who is the victim of DV, the social worker has the authority to decide (together with a police officer and a physician) whether the child should be taken away from the family.

- **The Convention:**

- The document requires combating stereotypical perceiving of social roles (art.42), it guarantees that culture, religion and traditions will not be considered as justification for any acts of violence that the Convention refers to.

CONFLICTED SIDES

... such controversies become sources of an inner social conflict and are constantly under discussion between two main opposite sides:

conservative politicians and catholic organizations'
(*family values rhetoric*)

VS

liberal politicians, child-protect NGOs
and feminist movement
(*human rights rhetoric*)



CULTURAL CONTEXT

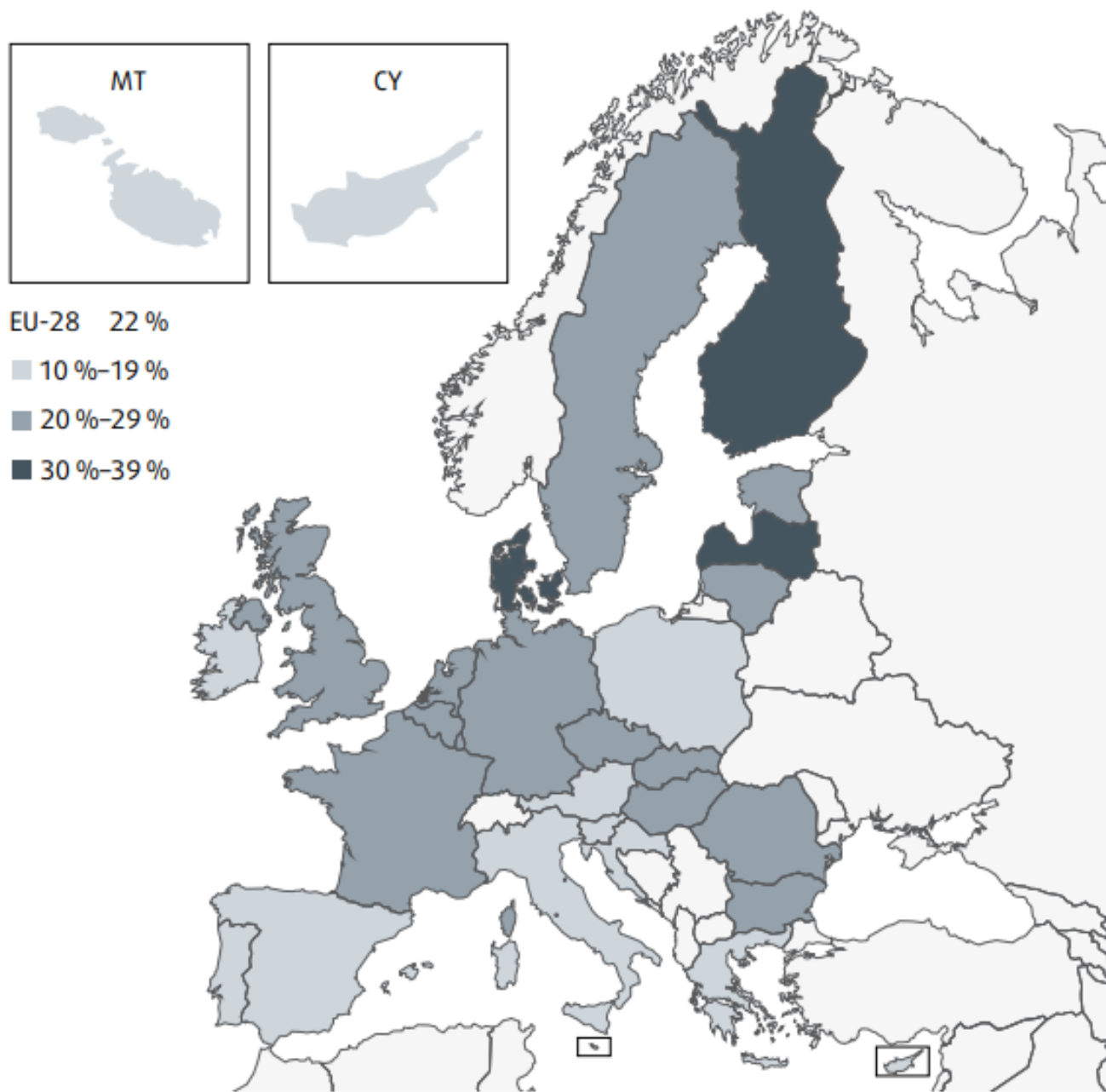
The discourse reflects and perpetuates stereotypes and myths:

- *It's a private family matter.*
- *It's justifiable.*

- *What happens in family, stays within family.*
- *The victim should bare it for the good of the children.*
- *The victims should feel ashamed.*
- *The victims are guilty.*
- *A woman without a husband is worthless.*

- *There is no such thing.*
- *There is only (or mostly) physical violence.*
- *It's a part of a wider 'pathological syndrome'.*
- *Not in my neighbourhood.*

Figure 1 b: Physical and/or sexual partner violence since the age of 15, EU-28 (%)



Source: FRA gender-based violence against women survey data set, 2012

% of victimized women in the EU-28 (2014)

(based on interviews with 42,000 women [15+] across the 28 Member States of the European Union)

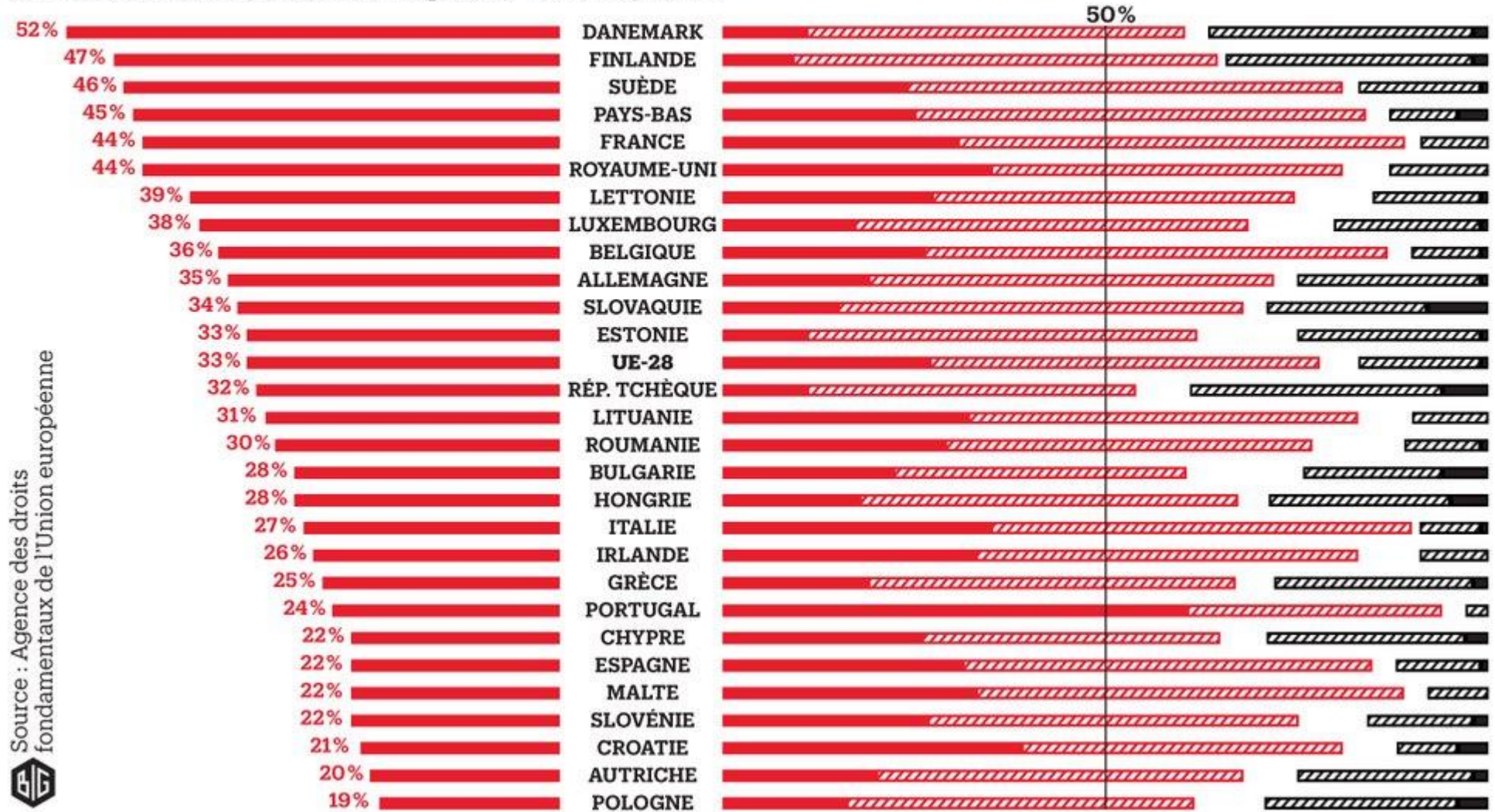
Source: *Violence against women: an EU-wide survey Results at a glance*, European Union Agency for Fundamental Rights, 2014.

Une violence mal perçue

Femmes victimes de violence physique et/ou sexuelle, depuis l'âge de 15 ans, en %

Perception qu'ont les femmes de la violence à l'égard des femmes, en %

■ Très courante
 Assez courante
 □ Ne sait pas
 Pas très courante
 ■ Pas courante du tout



Source: European Union Agency for Fundamental Rights, 2014.



- The discourse on DV in Poland – specific features:
 1. Pathologization (~Othering)
 2. Politicization
 3. Ideologization
 - In the **conservative perspective**:
 - family – independent area of social life;
 - using 'constraint' – accepted and justified as parents' natural law;
 - every intervention in family's life – identified as:
 - limiting parental laws;
 - threat to 'sacred institutions';
 - 'gender ideology'!
- vs**
- The **liberal ideology**:
 - Underlines the subjective character and autonomy of every member of the family.
 - Every act of violence is perceived as violating human rights.

Stop Gender



Dzieci potrzebują Ojca

Ateizm+Biurokracja=Faszyzm

Under decision of the vice-president of Lodz, social workers were obliged to visit every single family with small children under age of 6, which was a welfare recipient.

PATHOLOGIZATION

W KOSCIELE >> W DOMU ZMIENIAŁ SIĘ W B ESTIĘ >> K.



*THE MONSTER
DISGUISED HIMSELF
AS A HUMAN-BEING*

*He acted as a good catholic in
church.*

*At home he'd change
into a beast.*

Beata Z. (43 l.) z Hipolitowa na Podlasiu została skazana za zabójstwo pięciorga swoich dzieci



**ZGNIJ
w więzieniu
potworze!**

**ROT
IN PRISON
YOU MONSTER**

*Sentenced to 25 years
in prison for killing
her 5 children*

SOCIAL CAMPAIGNS AS CLAIMS (TOOLS)

Social constructionists define social problems as *activities of individual or groups making (...) claims with respect to some [problematic] conditions* (Spector, Kitsuse 2009:75).

Making **claims (demands) for change**
is the core of social problems' construction.

A claim is any verbal, visual or behavioral statement that seeks to persuade audience members to define a condition as a social problem (Loseke 2010:26).

FIRST SOCIAL CAMPAIGN

1997 - "Stop domestic violence"

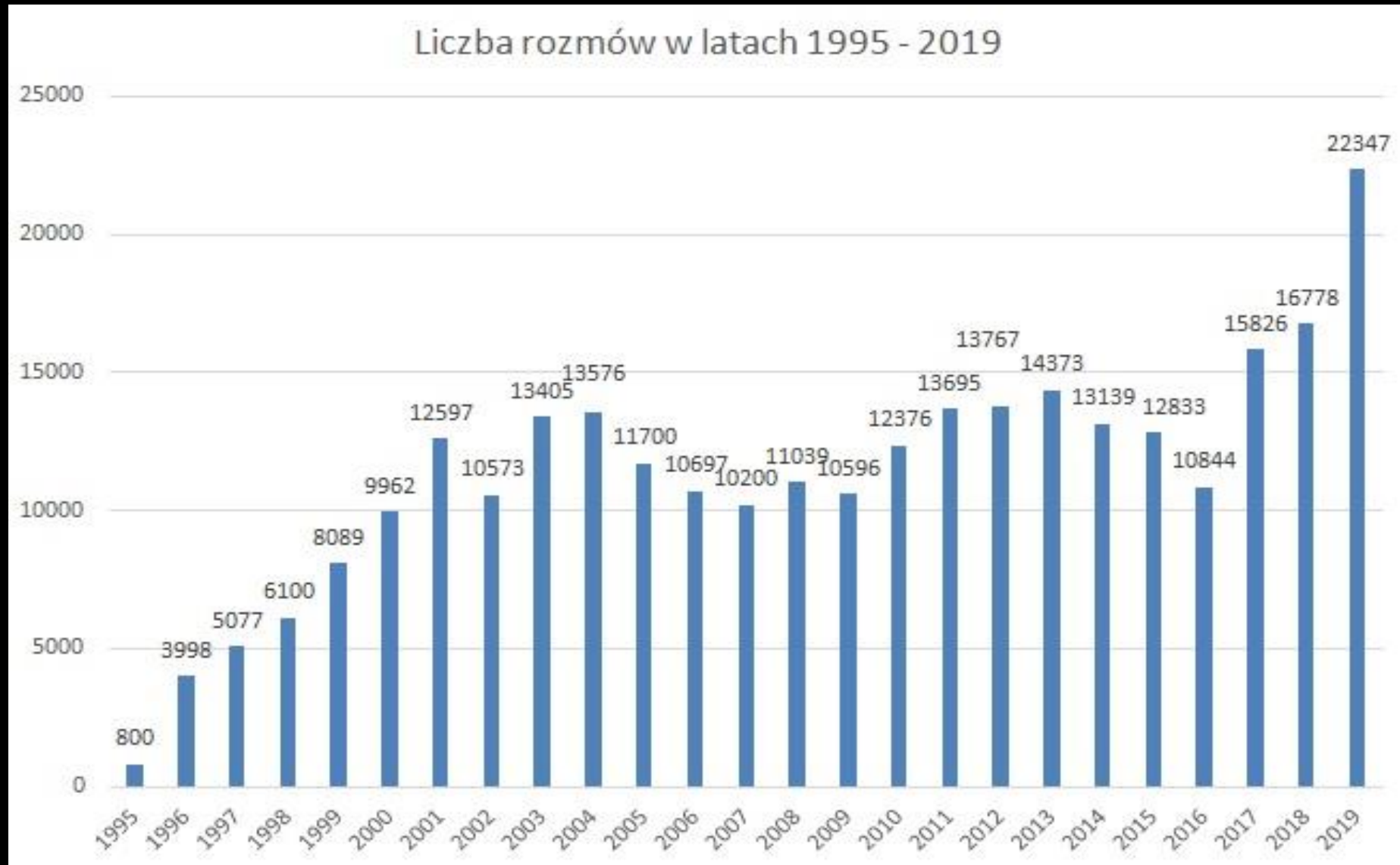
Perceived as:

- highly controversial,
- outrageous,
- inconvenient
- violating social norms.

*Because
the soup
was
too salty*



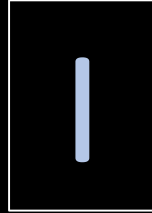
'BLUE LINE' – PHONE CALLS TAKEN



Source: <http://www.niebieskalinia.info/index.php/badania-i-analizy> (accessed: 03.12.2020).

Social campaigns are run at 3 levels:

1. verbal
2. visual
3. behavioral



VERBAL CLAIMS

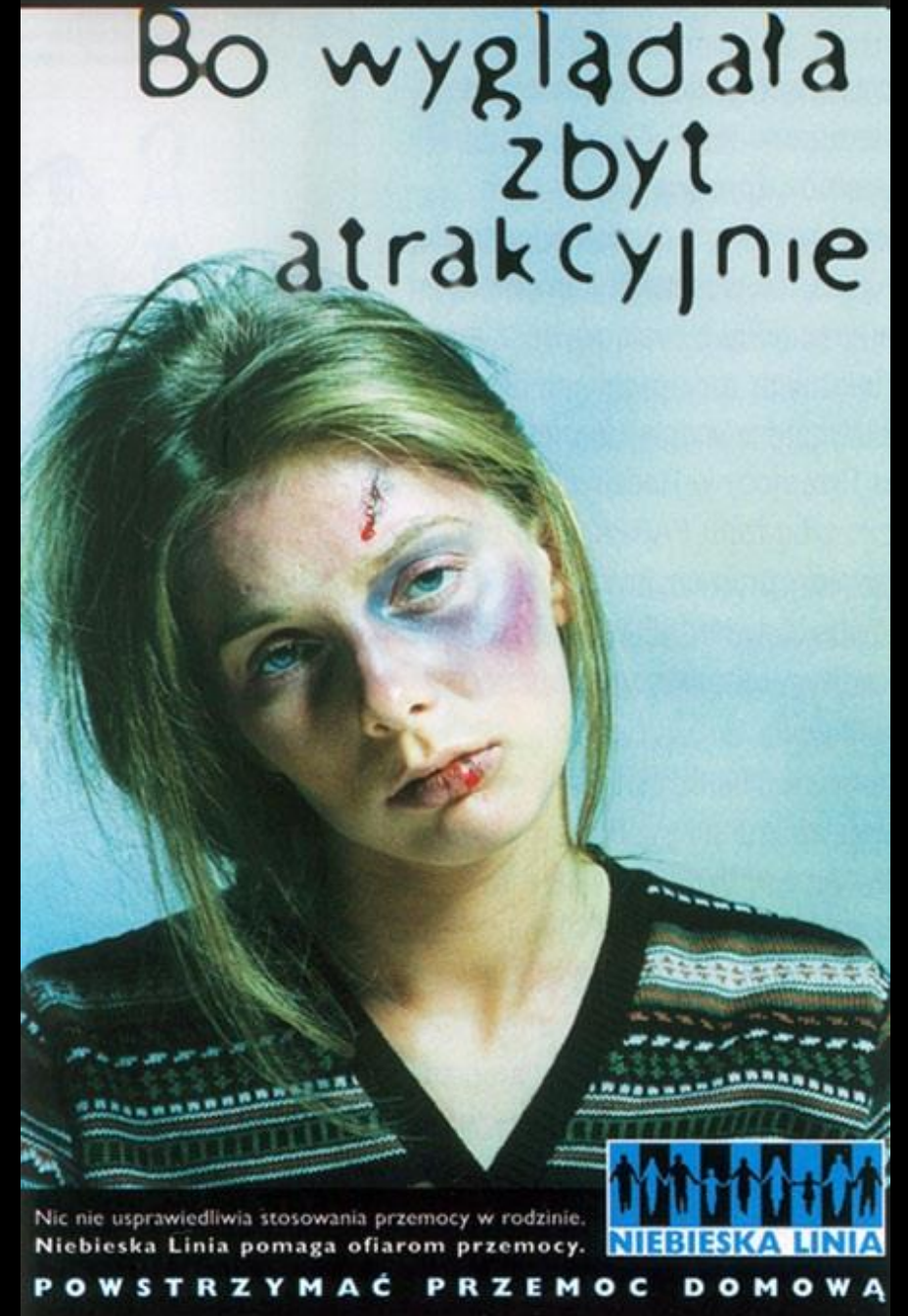
- construct meanings through words
- they use several tools...

1.1. LITERALISM (~TRIVIALISM)



*Because he had to
react somehow*

*Because she
looked too
attractive*



1.2. DUAL MEANINGS AND METAPHORS



moja mama mocno
mmie kocha

*my mum loves me
very hard*



mój tata jest
najsilniejszy

*my dad is the
strongest*



1.3. SAYINGS, PROVERBS, LULLABIES

Ala has bruises.

Ala ma siniaki.

przemoc, twoja sprawa

- based on a commonly known phrase from a famous school book for children „Elementarz”.

-

The original lyric starts:

Ala has a cat...

galeria plakat



temat 13 edycji konkursu:
wezwanie do reagowania na przemoc
nagroda główna: Marcin Kiedos
www.galeria.ams.com.pl

audytor



kup plakat

kulturalnysklep.pl

1.4. CONTRAST



**Gdy chłop baby nie bije,
to jej wątroba gnije.**

***When a man doesn't beat his woman,
her liver rots.***

(a popular saying in Poland about man's social role to compel obedience – nowadays it is rather perceived as a humorous theme; the saying was also used on radio spots in form of a funny song)

1.5. SHOCKING



Pomóż nam zatrzymać przemoc wobec dzieci
Wyślij SMS o treści **DZIECI** pod nr 72015
Koszt 2 zł + VAT (2,44 zł brutto)

Wysyłając SMS, wspierasz działania Fundacji Dzieci Niczyje na rzecz dzieci - ofiar przemocy i wykorzystywania seksualnego. Całkowity dochód z akcji jest przekazywany Fundacji Dzieci Niczyje.

www.fdn.pl



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www.fdn.pl



Plus



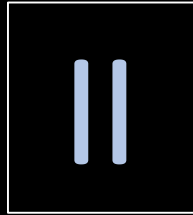
Plus

1.6. SHOCKING



*...until death
parts us.*

...oraz to że Cię nie opuszczę aż do śmierci.



VISUAL CLAIMS

- through images
- often more powerful than verbal claims
- most frequently these are...

2.1. TOOLS OF VIOLENCE

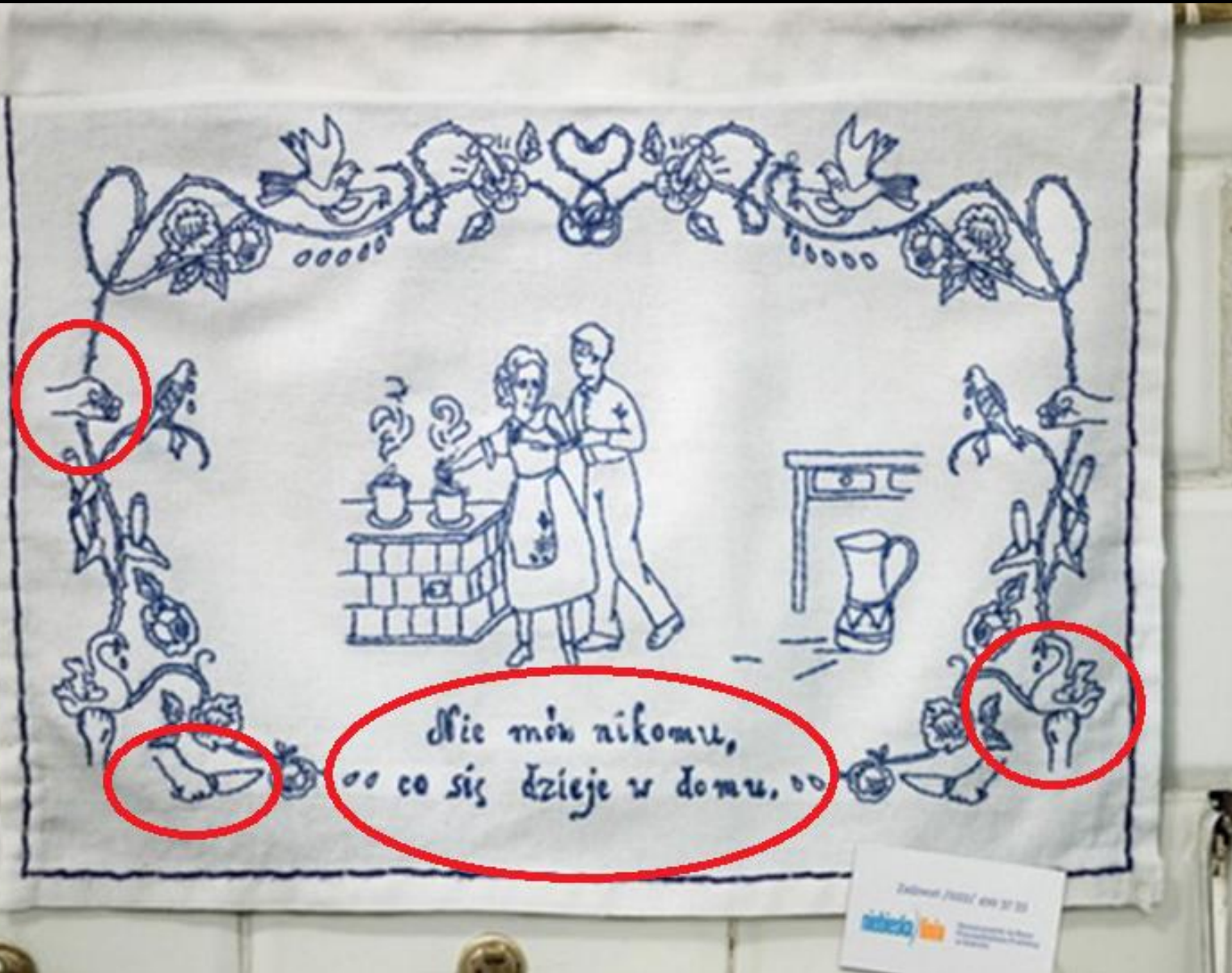
*VIOLENCE
DOESN'T NEED TO BE
A FAMILY TRADITION*

PRZEMOC
NIE MUSI BYĆ
TRADYCJĄ
ZAPOBIEGAJMY BICIU DZIECI!

www.zotradycja.fdn.pl

Partnerzy projektu:
Fundacja
Wspieranie
Ministerstwo Edukacji Narodowej
Ministerstwo Pracy i Polityki Społecznej
Instytut Edukacji
Emocje
Sygnal
KOPD
Inwider
Fundacja
Wspieranie
OAK FOUNDATION

2.1. TOOLS OF VIOLENCE



*Don't tell anyone
what's happening at
home.*

Embroidered kitchen
tapestries - classical
ornaments decorated
with untypical for these
cloths alarming
motives.

2.2. MANIPULATION OF SCALE



If your child was your size, you'd rather raise her/him up than beat her/him up.

2.3. FAIRYTALE AS CHILD'S WORLD

*Beaten children see
the world differently*

Raise your children
without violence

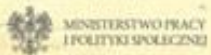


Bite dzieci widzą świat inaczej

Wychowuj dzieci bez przemocy.
Więcej na www.dziecinstwobezprzemocy.pl



Organizatorzy kampanii:



Partner kampanii:



Patron kampanii:



2.4. PROPS FOR CHILDREN



GŁODNE DZIECI NIE MYŚLĄ O NAUCE

Polska Akcja Humanitarna w ramach programu Pajacyk co roku organizuje dożywienie w szkołach i świetlicach. Czeka na nie 200 000 dzieci. Możesz im pomóc: wyślij SMS pod numer 2297 o treści Pajacyk (koszt 2 zł + VAT) lub wpłać pieniądze na konto: 84 1090 1043 0000 0001 0254 1926. Wejdź na www.pajacyk.pl i dowiedz się więcej.



Plus
RAZEM LEPIEJ



**DON'T LET
VIOLENCE
GROW UP**

**HUNGRY
CHILDREN
DON'T
THINK
ABOUT
LEARNING**

**NIE POZWÓL DOROSNAĆ
PRZEMOCY**



REAGUJ: 800 112 800

BEZPŁATNA, ANONIMOWA INFOLINIA
CZYNNA CAŁĄ DOBĘ, 7 DNI W TYGODNIU

2.4. PROPS FOR CHILDREN



"Masked violence"

2.5. IMAGES OF CELEBRITIES

kochamreaguje.pl



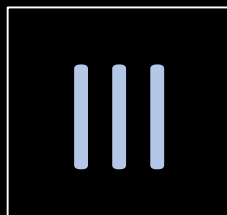
Codziennie obok nas ktoś krzywdzi dziecko.
Nie bądź obojętny. Reaguj na przemoc.
Możesz uratować życie dziecka.

0 801 109 801

www.kck.pl
www.mpips.gov.pl



*I love.
I react.*



BEHAVIORAL CLAIMS

- involve taking actions
- activities strengthen words and pictures
- e.g.:
 - protest marches
 - attending (claiming) events
 - public debates
 - commentary in social media

SOCIAL CAMPAIGNS AS CLAIMS (COMPONENTS)

- Social campaigns contain all of **the most important components of claims:**
 - a) **Definitions**
 - b) **Examples**
 - c) **Estimates**
 - d) **Values**
 - e) **Suggestions of solutions**

A

DEFINITIONS

- Name some conditions as *problematic* and in need for *change*.
- Domestic violence is usually defined indirectly through images (as *suffering* or *being afraid*).
- Are rare and mostly narrow (e.g. sexual child abuse rarely occurs in the context of domestic violence).

DOMESTIC VIOLENCE IS A CRIME

PRZEMOC DOMOWA TO PRZESTĘPSTWO

Art. 207 Kodeksu Karnego

(...) Kto znęca się fizycznie lub psychicznie nad osobą najbliższą (...) podlega karze pozbawienia wolności od 3 miesięcy (...) do 12 lat.

Ustawa z dnia 17 czerwca 1969 r. o zmianie ustawy - Kodeks karny i niektórych innych ustaw




Patronat medialny:



www.przelamprzemoc.pl

infolinia:
0 800 200 001

 Kampania „Przełam przemoc” Organizator: Pełnomocnik Rządu ds. Równego Statusu Kobiet i Mężczyzn

B

EXAMPLES

- Are individual cases or stories.
- Show that the problem is either:
 - typical and common or
 - extreme and outrageous.
- Provide proof that claims-makers are right in identifying the problem/solutions.

UWAŻAJ!



Czasami budzę się
w środku nocy.
Czasami płaczę,
a Ty musisz sprawdzić,
czy wszystko ze mną w porządku.
Czasami możesz czuć się bezradna...
Może nawet przez chwilę jesteś
na mnie zła, ale...
Proszę, uważaj na mnie...

Czasem przeszkadzam,
gdy Ty musisz pracować.
Zazwyczaj jesteś cierpliwy,
bo rozumiesz, że ja nie wiem,
kiedy jest czas na zabawę.
Ale czasem się denerwujesz,
a wtedy...
Proszę uważaj na mnie...

Małe dzieci są delikatne
i kruche, dlatego łatwo
je skrzywdzić

www.dobryrodzic.pl



Organizatorzy:



MINISTERSTWO PRACY
I POLITYKI SPOŁECZNEJ



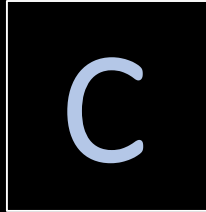
Miasto
Stoleczne
Warszawa

Partner:



*Sometimes I wake up in the middle of the night.
Sometimes I cry and you have to check if everything is ok
with me. Sometimes you might feel helpless... Maybe
even for a moment you are angry at me but...
Please, watch out for me...*

*Sometimes I disturb you when you have to work. Most
often you are patient because you understand that I
don't know when is the time to have fun. But sometimes
you get angry and then...
Please, watch out for me...*



ESTIMATES

- Reveal the scale of the social problem.
- Are difficult to verify.
- Their aim is not to discuss numbers.

Over 60% of women in Poland have experienced domestic violence, finds leaked report

AUG 17, 2020 | POLITICS, SOCIETY | 2 COMMENTS



Thousands of Polish children are victims of domestic violence

2 miliony dzieci w Polsce nie wie, co to ciepły posiłek.



www.pck.pl

2 millions of Polish children don't know what a hot meal is.

D

VALUES

- Underline justifications for demands.
- May provide allies for claim-makers.
- Main values in domestic violence discourse in PL are:
 - child's best interest,
 - protection of childhood,
 - protection of fragility and innocence.



*Your
impotence
supports
violence*



Family without violence

E

SUGGESTING SOLUTIONS

- Become more precise and innovative over time...

1. Break the silence around the problem and react (somehow):



**Nie zamykaj oczu
na przemoc wobec dzieci**

**Nie zamykaj oczu
na przemoc wobec dzieci**

Sprawdź na: www.jakreagowac.pl
[Facebook.com/Reaguje.Mam.prawo](https://www.facebook.com/Reaguje.Mam.prawo)

Kampania społeczna Rzecznika Praw Dziecka



**REAGUJ
MASZ PRAWO**

Sprawdź na: www.jakreagowac.pl
[Facebook.com/Reaguje.Mam.prawo](https://www.facebook.com/Reaguje.Mam.prawo)

Kampania społeczna Rzecznika Praw Dziecka



**REAGUJ
MASZ PRAWO**

*Don't close your eyes
to violence against children*

2. Use newly established institutions and tools to overcome problem:

ZMIENŃ SWOJE ŻYCIE
POMOŻEMY CI W TYM

JEŚLI JESTEŚ
OFIARĄ PRZEMOCY DOMOWEJ
LUB JEJ ŚWIADKIEM
ZADZWOŃ

0801 12 00 02

OGÓLNOPOLSKIE POGOTOWIE
DLA OFIAR PRZEMOCY W RODZINIE
„NIEBIESKA LINIA”

niebieskalinia@niebieskalinia.info www.niebieskalinia.info

WE ARE SAFE
NOW

CHANGE YOUR LIFE.
WE WILL HELP YOU WITH THIS.
IF YOU ARE A VICTIM OF DOMESTIC
VIOLENCE
OR ITS WITNESS, CALL...

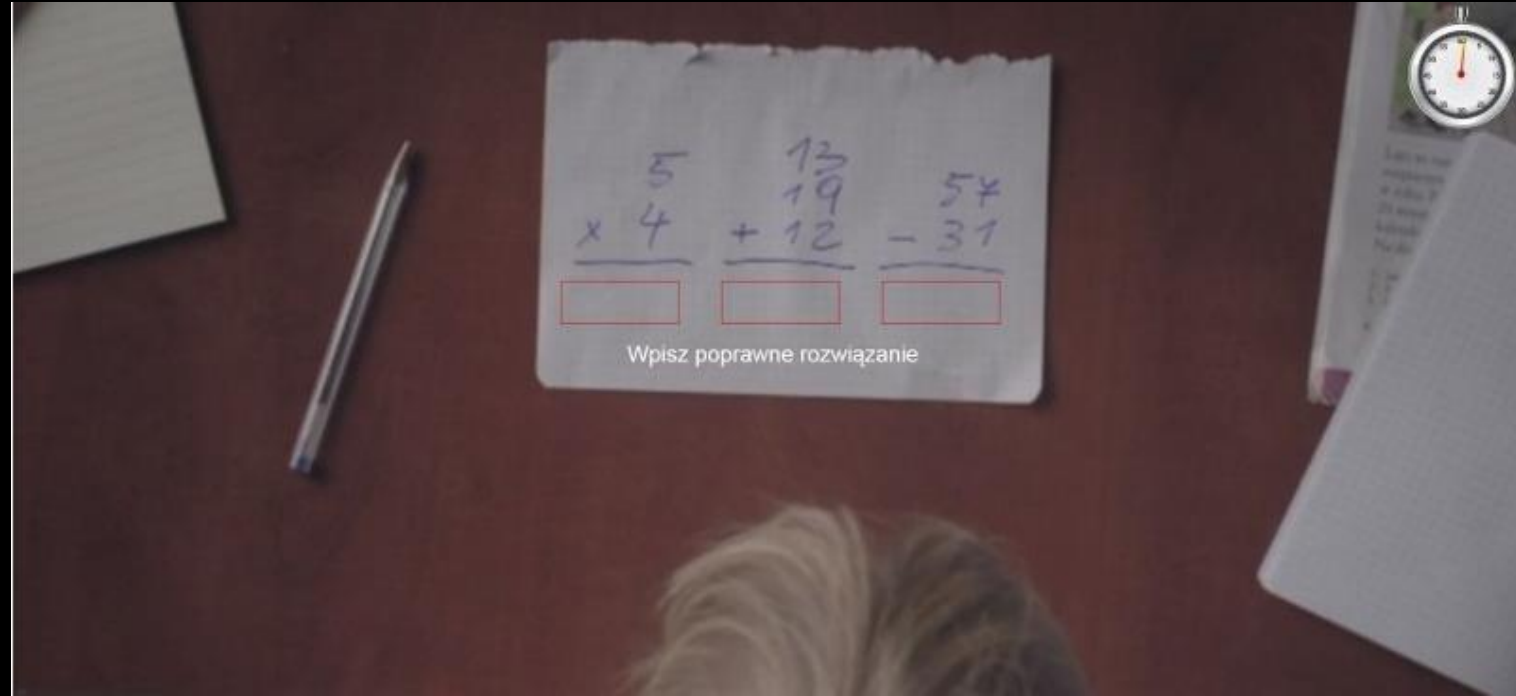
POMAGAMY SPRAWIEDLIWIE
JUŻ JESTEŚMY
BEZPIECZNE

Dotknęła Cię przemoc domowa?
Jesteś ofiarą lichwy, kradzieży lub innego przestępstwa?
Skorzystaj ze wsparcia Funduszu Sprawiedliwości.
Znajdź najbliższy ośrodek pomocy na stronie
www.funduszsprawiedliwosci.gov.pl

FUNDUSZ
SPRAWIEDLIWOŚCI

MINISTERSTWO
SPRAWIEDLIWOŚCI

3. Support NGOs:



Solve the mathematical task

Help us stop domestic violence against children. Send an SMS...

Interactive advertisements have occurred lately. They try to persuade public opinion to be involved in some actions, events or games

4. Change common habits & introduce new (good) ones



I love – I react

*Words hurt
for the whole life.
Think before you hurt
your child with a word.*



WOŚP – get close to a teddy bear, read its story and act as if one would be helping a child that was hurt.



CONCLUSIONS

- Public institutions and NGOs became very important stakeholders and claims-makers in shaping social problems' discourses.
- Public advertising became important and influential means of shaping attitudes towards social problems.
- Although it's selective, simplified, subjective

Social campaigns on domestic violence in PL:

- draw public attention to the problem (~taboo);
- are consequent in repeating some educational contents (~synergy effect);
- break myths and stereotypes;
- contribute to better understanding of the problem by the society;
- depathologize this problem.

However...

- they are rather cautious, conservative;
- some forms of violence appear very rarely or do not appear at all;
- rarely pass borders (~ideologization);
- turn to the society as a whole or the victims, rarely to the perpetrators;
- are not personalized, lack separate communication towards different social groups;
- are rather negatively oriented (rarely do they show ‚successful victims’).



Thank You,



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**WYDZIAŁ
EKONOMICZNO-
-SOCJOLOGICZNY**

Uniwersytet Łódzki