Presentation of Violence in Television Series v04

24.04.2025

B2024A010MY

BAREM

WiN Worldwide Independent Network Of Market Research

Introduction

- Violence unfortunately appears as a phenomenon that exists in every society. In this context, violence has no language, religion, race, or sect. Derived from the Latin word “Violentia,” it means harsh or cruel personality and force. The World Health Organization defines violence as “the intentional use of physical power or force, threatened or actual, against oneself, another person, or against a group or community, that results in or has a high likelihood of resulting in injury, death, psychological harm, maldevelopment or deprivation” (WHO, 2002: 5).While it was previously believed that violence was more common in lower socio-economic groups, studies conducted in recent years have shown that violence in general, and domestic violence in particular, is among the significant problems of developed societies. Violence has different dimensions, including physical, psychological, economic, verbal, and sexual. While physical and sexual assaults may be easier to detect, it is quite difficult to identify verbal, psychological, and economic violence.

Introduction

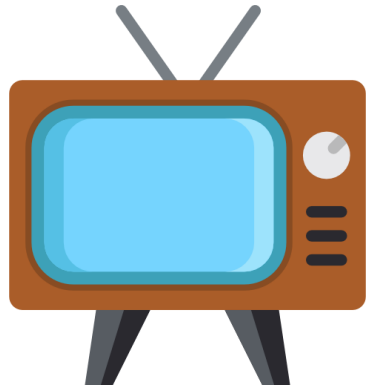
- Physical violence most often appears as a type of violence inflicted to cause pain to a woman's body, through kicking and slapping, and sometimes by using tools such as guns, knives, or belts. Psychological violence, on the other hand, is carried out primarily to wear the other person down psychologically and emotionally. In most cases, the victim does not initially realize that they are being subjected to violence, because the effects of this type of violence emerge not in the short term but rather in the medium and long term. It is mostly based on intimidation, suppression, and threats, often conveyed through insinuations.It is also known that psychological violence may lead to physical violence in the long term. Verbal violence is based on frightening the other person through swearing, insults, and shouting. Economic violence is perceived as a type of violence and ranks last among the types. Women are often not aware that they are being subjected to this form of violence. This type of violence mostly involves financial matters. Sexual violence is the least known in terms of number of cases because it is the most concealed type. It is largely related to the use of sexuality as a means of threat, intimidation, and suppression.

Introduction

- Violence actually appears as a spiral; it feeds and reproduces itself. Most of the time, different types of violence coexist. A person who experiences sexual violence is simultaneously subjected to psychological and physical violence. Physical violence occurs together with verbal and psychological violence. Psychological violence turns into physical violence in the long term. Violence is also a recurring phenomenon.
- The existence of violence, being exposed to it, and even witnessing it may, over time, lead to its normalization. For this reason, it is of great importance to implement policies aimed at preventing violence against women.In the context of gender, women all over the world occupy a secondary position and therefore become a commodity that can be bought and sold.
- This way of thinking always renders women weak, vulnerable, and undervalued. Women are most often subjected to violence by those closest to them. In this context, combating violence against women and domestic violence against women is of great importance. Because the existence of violence is not only a problem concerning the perpetrator and the victim; when it occurs within the family, it affects the mental health and lives of children and all family members, and ultimately emerges as an issue that concerns the whole society and disrupts social peace.

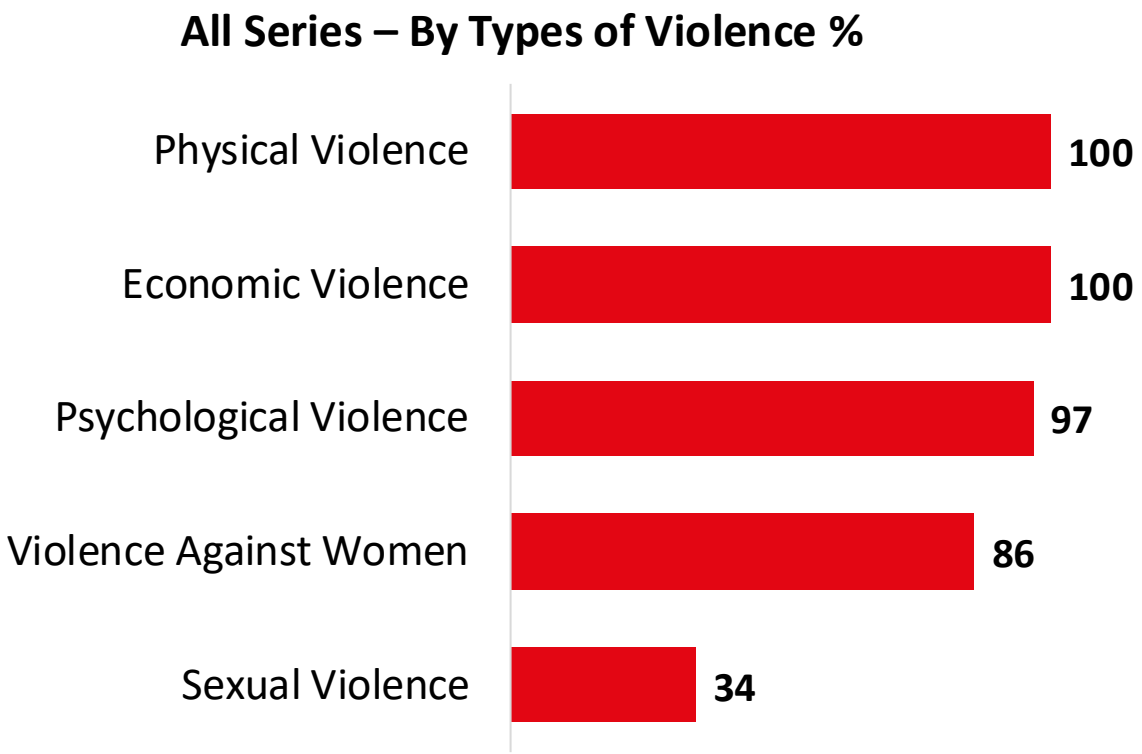
About Research

In recent years, the impact of violent content in television series on society has been at the center of academic and public debates. In this context, the research conducted by BAREM Research in 2024 examines a total of 94 television series selected between 2014 and 2024, analyzing the elements of violence present in these productions and their social impact as well as their reflections on viewers.



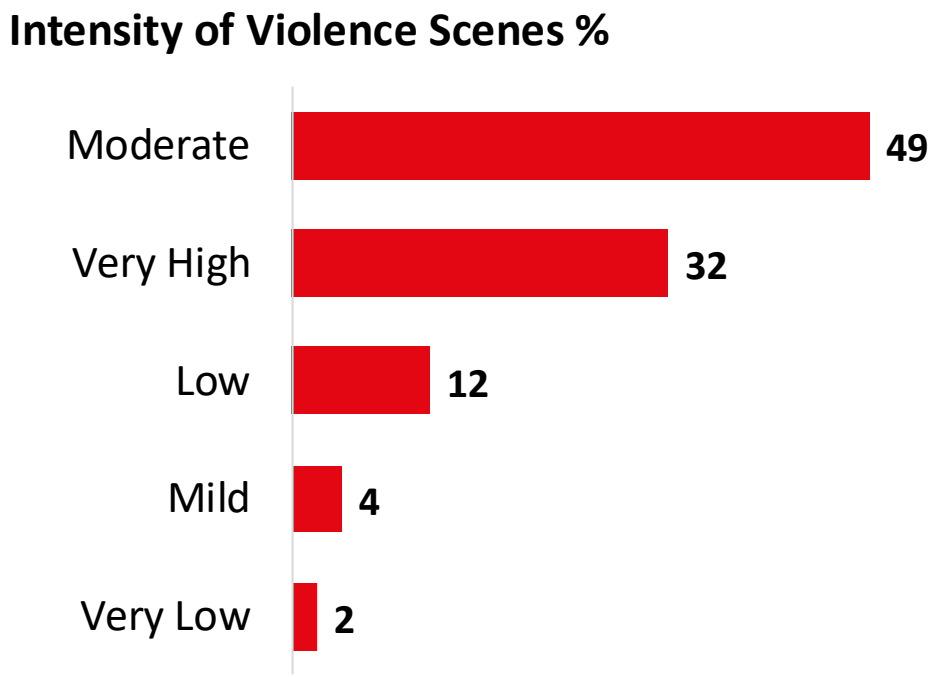
All Series – By Types of Violence

- Physical and economic violence appear in all of the series (100%), while psychological violence is present in 97% and sexual violence in 34%. Violence against women has been identified in 86% of the series examined.



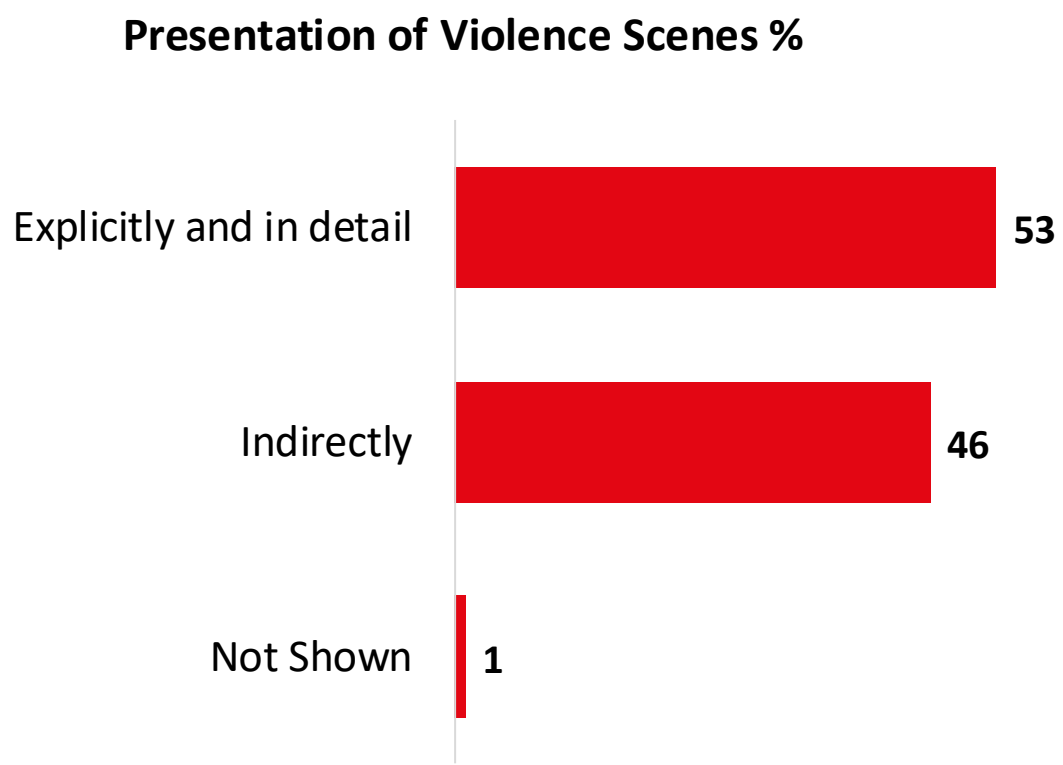
Intensity of Violence Scenes

- 49.46% of the violence scenes in the series are of moderate intensity, while 32.26% consist of scenes containing very high levels of violence.
- These data indicate that violence in the series is generally portrayed at moderate and high intensity levels, while lighter or less frequent scenes of violence are represented to a lesser extent.



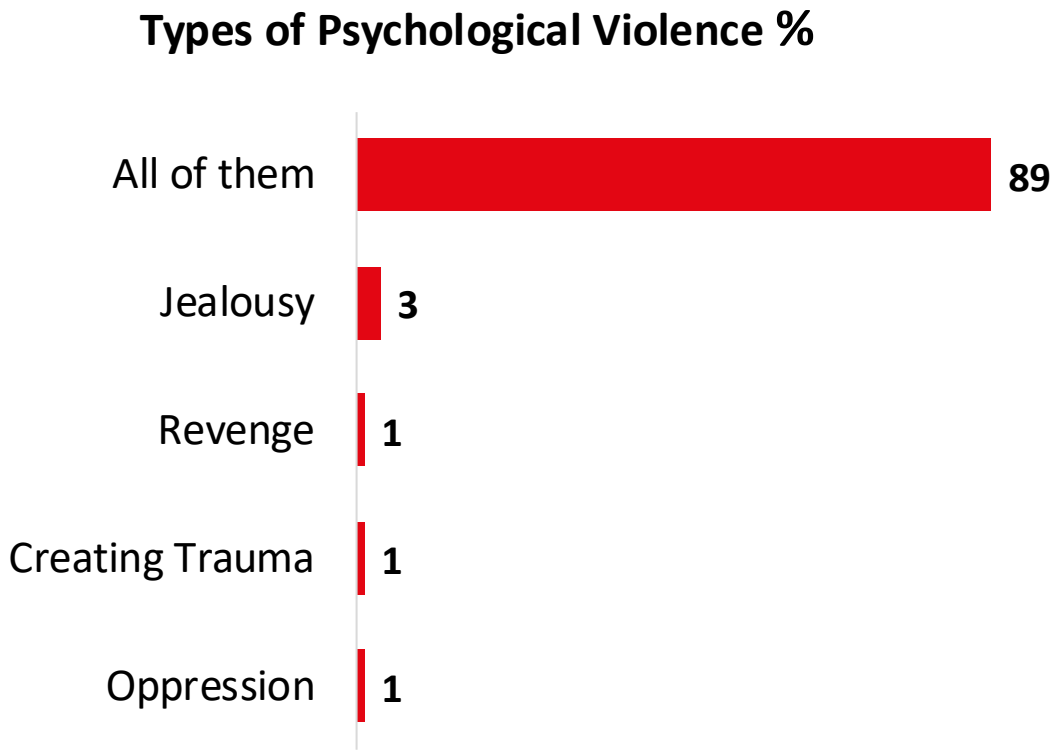
Presentation of Violence Scenes

- In terms of the mode of presentation, 52.69% of the violence is shown explicitly and in detail, 46.24% is presented indirectly, and only 1.08% is not shown.



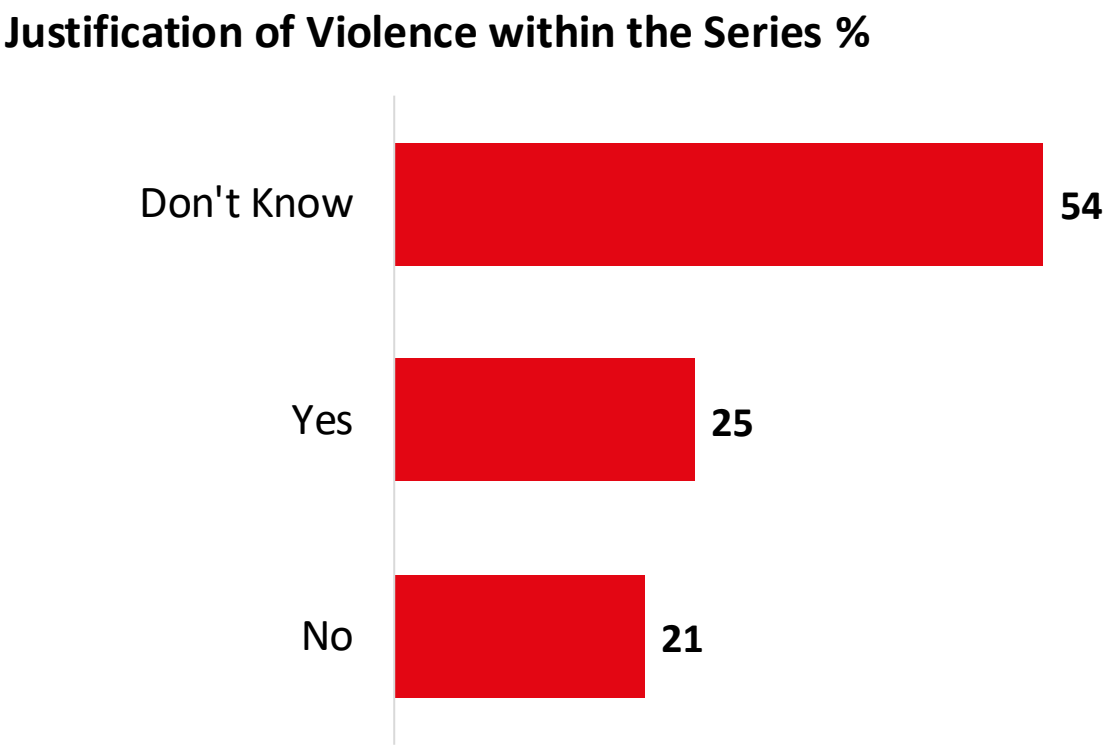
Types of Psychological Violence

- Among the types of psychological violence, elements such as oppression, creating trauma, and revenge are present at a rate of 1.12%, jealousy at 3.37%, and all other types of psychological violence at 88.76%.



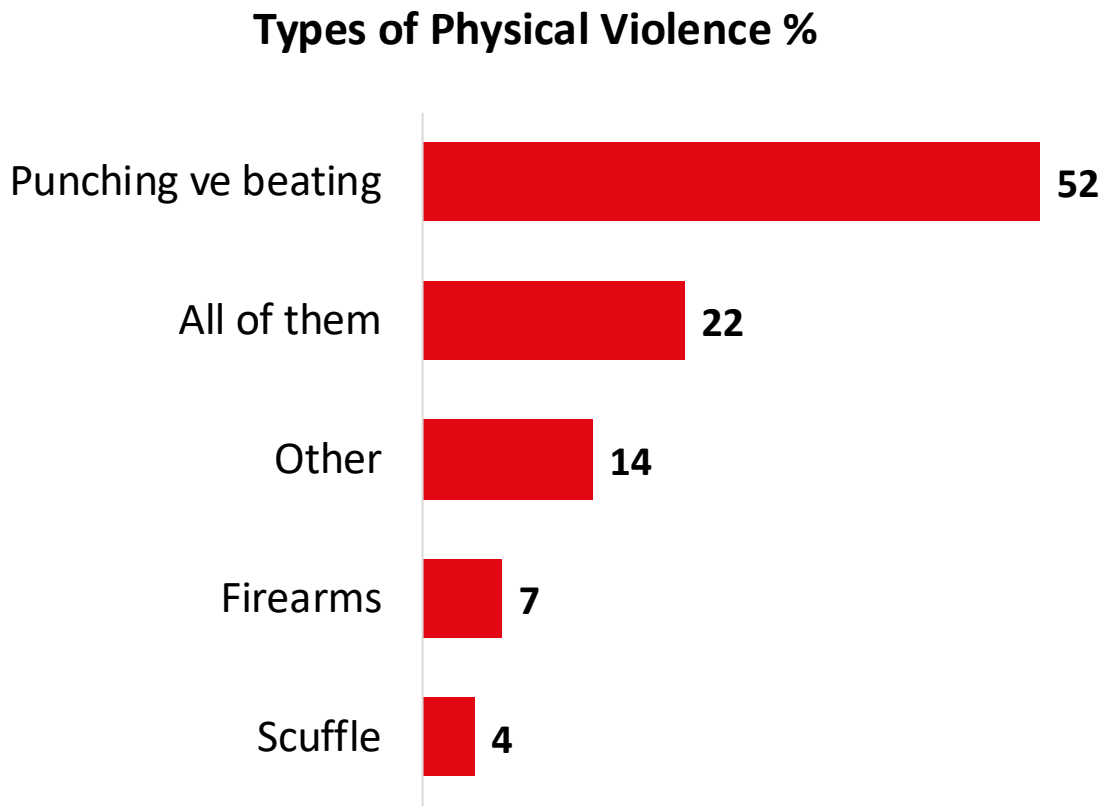
Justification of Violence within the Series

- In 25% of the cases, violence is presented with a justified reason, while in 20.83% no justified reason is provided, and in 54.17% the situation is unknown.



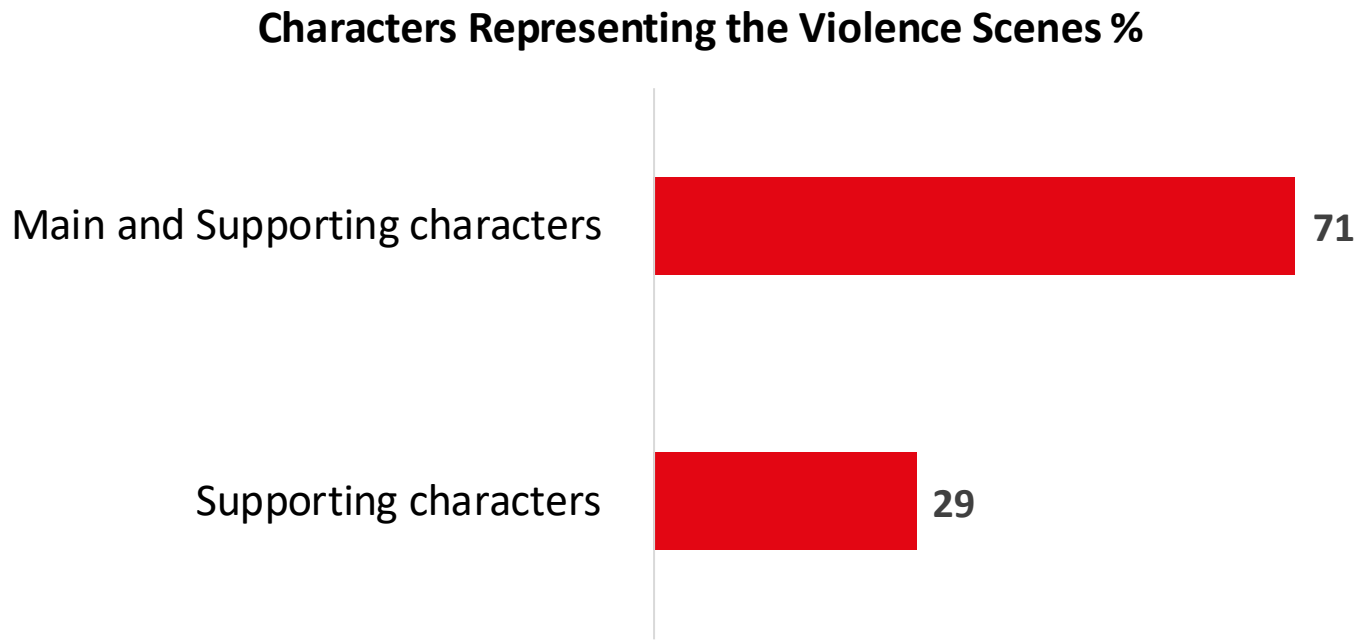
Types of Physical Violence

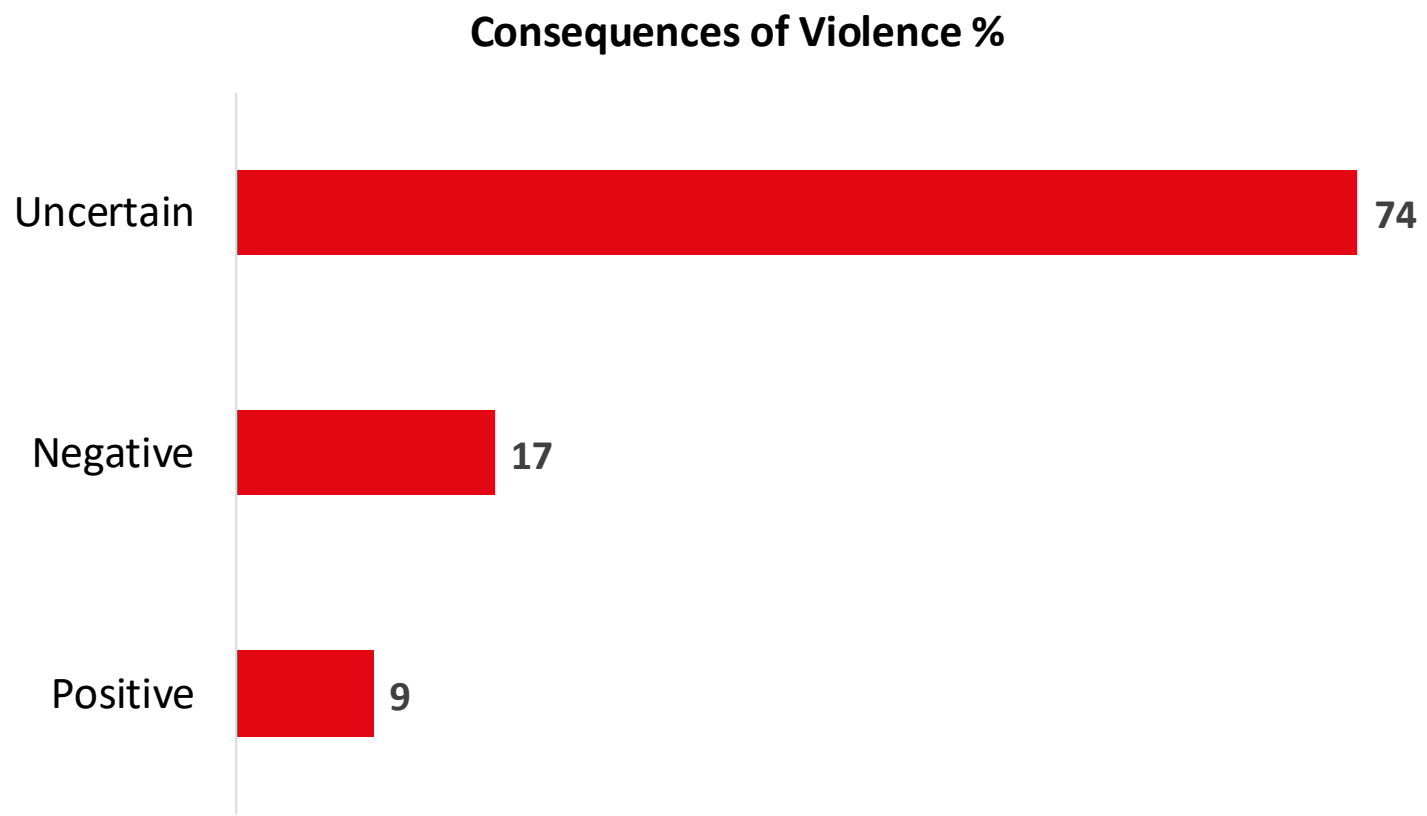
- As for the types of physical violence, the most frequently encountered are punching and beating at 52.3%, the use of firearms at 6.7%, and 22.2% include all of them.



Characters Representing the Violence Scenes

- Violence scenes are generally carried out jointly by main and supporting characters at a rate of 71%, while in 29% they are carried out by supporting characters.



Consequences of Violence

- The consequences of violence are uncertain in 74% of the cases. Negative consequences are shown in 17% of the cases, while positive consequences are presented in 9%.