

TOWARDS COLLABORATION BETWEEN PUBLIC WELFARE AGENCIES AND MASS ENTERTAINMENT MEDIA TO BRING ABOUT A TURNING POINT STAGE IN THE LIVES OF BATTERED WOMEN

DESPRE COLABORAREA DINTRE INSTITUȚIILE PUBLICE ȘI MASS MEDIA ÎN VEDEREA STABILIRII UNUI PUNCT DE COTITURĂ ÎN VIEȚILE FEMEILOR ABUZATE

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ABSTRACT

This article examines the promoting and impeding factors that advance the turning point in the lives of battered women. The subject is important because of the contribution of the turning point stage to the ability of women to leave the violent relationship and the way in which the public welfare agencies become involved in order to help the victim to advance towards the turning point.

The article also reviews the influence of the entertainment media in shaping the positions of the public regarding marital violence, the presentation of battered women in the media, and the connection between their media presentation and their advancement towards the turning point in reality.

The research is based on a combination of qualitative and quantitative data, and focuses on content analysis. The qualitative content analysis included 40 journal articles, 1 documentary film and one drama series, the personal interviews included 8 social workers and 6 journalists, and the focus group included 8 battered women. The findings indicate an awareness of battered women in the various media, and of a gap between the perception of social workers and the journalists regarding the role of the media in raising social problems.

The article calls for cooperation between the media and the professionals in order to construct messages of empowerment that will enable women to advance towards the turning point in their lives.

Key words: *Battered women; turning point; mass media; public welfare policy; public welfare agencies*

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