

**A Study on Media Coverage of Domestic Violence over Working Women
during Covid 19: A Survey Analysis**

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Abstract:

The Media serves as a vital link between the public and society. This paper examines Media coverage of violence against women during the Covid-19 outbreak. "Violence and crimes against women in India are increasing every year, whether at home, at work, on the street, in custody, or elsewhere," writes Dr. L. N Mittal. Media should deliver more accurate, relevant, timely, and actionable coverage to urge victims to respond quickly. In addition, media should emphasize reports on the number of cases of domestic abuse against working women. In this study, researcher use a technique based on an online survey. The information is gathered via a self-made questionnaire. It consisted of 30 questions separated into A and B sections and it covered the following topics: demographics and the amount of media convergence. It is managed by a group of 101 working women. Purposive sampling was utilized in this investigation. The media, according to the findings, plays an active role in propagating violence information through various media vehicles. Not only does this raise awareness about domestic violence during Covid-19, but it also find out the behavioral conditions of the women. During Covid-19, women in particular are conscious of the importance of media coverage of domestic violence. These findings support the importance of media and institutional trust in determining all major outcomes, as well as evidence that media framing influences people's knowledge, capacity to identify, and attitudes around COVID-19.

Keywords: Women, Media, Domestic Violence, Covid-19, Society.

Introduction

The Media is a potent tool in today's society for bringing revolutionary changes. The media has helped to raise public awareness. The media plays a crucial role in shaping public opinion, particularly when it comes to delicate issues like domestic violence. In ancient India, women were treated equally to males. Women held a very high position during the time, but their status steadily deteriorated to the point that they were only there to perform a specific purpose. Women all around the country fight to live with dignity and face a variety of issues in their daily lives. Despite seven decades of freedom, women's plight has not changed significantly. The media can raise public awareness about gender-based violence, publicize available resources and assistance, and support equitable domestic task sharing. The media has the ability to impact society in both positive and harmful ways. At the same time, media such as television, radio, and the internet increase our knowledge by ensuring that coverage is widely distributed, raising awareness of violence, and providing access to critical information from around the world. Several countries have been forced into lockdown during the Covid-19 Pandemic, and the number of incidences of domestic violence is increasing at an alarming rate around the world. Domestic violence is a shadow epidemic that has thrived under the settings provided to treat the pandemic. as shown in the media both directly and indirectly.

Domestic violence against women has increased dramatically in China, Australia, France, the United Kingdom, Spain, and Bangladesh as a result of the COVID-19 epidemic. Since the pandemic broke out, the National Commission for Women in India has reported a significant increase in distress calls from domestic violence victims. Domestic abuse is a long-standing immoral behavior that has remained hidden from the eyes of society for a long time. Domestic violence is a broad word that encompasses all sorts of physical, emotional, sexual, verbal, and economic abuse that can affect and injure the aggrieved person's health, safety, life limb, or well-being, whether mentally or physically.

Covid-19 and Women

Coronavirus disease (COVID-19) is a viral infection caused by the SARS-CoV-2 virus. Corona Virus Disease named COVID-19 is an infectious disease confronting China and quickly spread across the world. On January 30, 2020 WHO declared the outbreak a public health emergency of International concern. The symptoms of virus include cough, fever and shortness of breath. The Novel Corona Virus (COVID-19) spread to all over the world since early March of 2020 particularly human beings are getting daily updates through Media. Women were spatially close to the pandemic and presumably the first to feel the high level of psychological distress not only that mental health, especially anxiety and depression.

Women all around the world have been victims of intimate partner abuse at some point in their lives, and there are fears that the current pandemic is exacerbating the problem. During the COVID-19 crisis, employees express a variety of difficulties in their life, including concerns about workload increases, fears of stalled growth and a lack of

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advancement prospects, and a loss of connection and belonging with coworkers. Women are struggling more than men across geographies, on both personal and professional levels. Women are 1.5 times more likely than males to mention issues indicating a "double shift": acute mental health issues and increased family duties. Workload rises, connectivity and belonging in the workplace, having a healthy and safe worksite, performance reviews, and physical health are all cited by women 1.2 times more than men. One of the most striking discrepancies was observed in mental health concerns in the United Kingdom and the United States, where women are 2.9 times and 2.6 times more likely than men to report acute challenges, respectively.

According to a recent study in Peru, violence against women increased by 48 percent between April and July 2020 (Agüero, 2020), based on administrative data on phone calls to a domestic violence helpline (Lnea 100).

Women in emerging economies have it even worse. Women in China, India, and Brazil are two to three times more likely than their counterparts in the United States and Europe to claim they are dealing with serious mental health concerns. Sexual exploitation and child marriage are likely to rise as a result of the pandemic's effects, making women and girls in shaky economies and refugee situations particularly susceptible.

UN Secretary-General António Guterres called for a halt to all forms of violence everywhere, from combat zones to people's homes, in April, and for all efforts to be focused on ending the pandemic.

Media and domestic violence

Media influences our thoughts, feelings, and reactions. Media is the difference between light and darkness. The media has powerful tool to disseminate the public through News, News stories, interviews, special stories, discussion, opinion polls, debts, exclusives and write up to stimulate authorities for taking proper action. Without the Media it is going to be difficult for many of us accomplishing our day to day life. Due to the advancement of information and communication technology (ICT), the role of Mass Media has been applied higher order. Media really connect with whole universe with a noble mission to share the sorrows and sufferings, pains, and strains, success stories of the society. Media touches the remotest village and unfolds the irony behind the scene. The media performs the role of a dynamic watchdog and erect its finger towards any backlog in a system.

The Agenda setting influence of the news media describe the power of the news media to focus public attention on a few key public issues (McComb and Shaw 1972, Dearing and Rogers 1992, McCombs 2006). According to Constitution, in the freedom of speech and expression under Article 19(a), Media a derivative of word medium meaning carrier, report news, provides information and analysis on issues and creates awareness among masses.

The media is the most extensive, broadest, and in-depth form of mass communication. With that unyielding power derives enormous pressure and responsibility to convey messages and share information in an accurate, dependable, and compassionate manner. Unfortunately,

the media powerhouse occasionally drops the ball, and stories are delivered in a prejudiced or uninformed manner. It should come as no surprise, then, that victims of domestic violence are frequently maligned, slighted, or treated unfairly in the media.

The majority of the pieces are commentaries, letters, and editorials, with the majority of the data coming from social media, the internet, anecdotal evidence, and helpline reports. Our investigation found that the "stay at home" rules used to combat the pandemic have exacerbated the problem of violence against women, resulting in a "shadow pandemic within the pandemic," as the United Nations dubbed it. However, rigorous studies evaluating the association between violence against women and the COVID-19 pandemic are uncommon. Health-care systems should encourage more research into the relationship between violence against women and COVID-19, in order to find innovative ways to deliver clinical and forensic assistance to violence against women victims.

During the COVID-19 pandemic, the current study looked into incidents of domestic abuse among Indian women. The issues surrounding the increase in domestic violence incidents during the COVID-19 lockdown period were investigated using newspaper reports from the previous five years. When comparing the COVID-19 era to prior years, a significant increase in domestic violence instances was noticed. Because India is a male-dominated society, there is a lot of violence against women. Women are frequently exposed to various types of violence, both directly and indirectly, as well as physically and psychologically. Dowry deaths, sexual harassment, cheating, murder, girl child abuse, rape, kidnapping, wife battering, molestation, and the importation of girls are all examples of violence against women that are on the rise.

According to experts, a lack of social activities and financial pressures are causing rifts within Bangladeshi families. For example, during Covid pandemic Obaidul Haque Tutul, a Bangladeshi man, live streamed his wife's murder on Facebook on April 15th, 2020. The incident stunned the country, particularly those who witnessed it. They couldn't even react for a moment because they couldn't believe what was happening. Tutul supposedly murdered his wife Tahmina Akhter in his home with a machete over a financial dispute. Tutul turned himself into local police after committing the crime. The heinous video has been removed from the social media platform.

Review of Literature

According to the World Health Organization, one in every three women across the globe experience physical and /or sexual violence by an intimate partner or sexual violence by any perpetrators in the lifetime.

According to Manusher Jonno Foundation (MJF), a local Human Rights Organization conducted a survey on facing domestic violence. A coordinator at the MJF Arpita das said "The women, who faced domestic violence for the first time blame the lockdown for the situation. they say that their husbands are becoming increasingly frustrated at home due to a lack of social interaction and she added "Men are angry about losing their jobs due to COVID-19 lockdown. Some are venting their frustration by torturing their wives.

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The press trust of India reported that the National commission for Women received a complaint filed by a father on behalf of his daughter whom alleged was being brutally beaten by her husband and being denied food.

According to Global women's Rights Organization director Urvashi Gandhi said "the load of work (during the lockdown) has increased in houses because everybody is at home. With housekeeping staff being unavailable, the expectation is for women to be bear the load and chances of violence increase if she fails to do so."

According to Malavika Karlekar observed that there was a surprising lack of academic work done on violence against women in India, even though there was no dearth of statistics.

In the second incident, "a woman from Kolkata was caught at home with her husband who was jobless since the lockdown. He was beating the wife, took away all her savings and was assaulting her in front of her son" (PTI [2020](#)).

National Commission for Women's (NCW) data showed that domestic violence complaints doubled after the nationwide lockdown was imposed in India (Vora et al. [2020](#)). Tamil Nadu Police reported an increase in domestic violence complaints. They received approximately 25 calls every day during the lockdown period and registered at least 40 such cases (Kannan [2020](#)). Similarly, Bangalore Police reported a spike in complaints from 10 calls to 25 calls every day from the victims of domestic violence (Peter [2020](#)). These data from different sources indicate that domestic violence incidents increased across the country during the lockdown. On the contrary, organizations such as Jagori, Shakti Shalini, and AKS Foundation reported a decrease in complaint calls related to domestic violence (Ghoshal [2020](#)). The decrease could be attributed to confinement at home, constant monitoring (Piquero et al. [2020](#)) and controlling decision-making by the abuser, social isolation of victims from friends and family members (Kaukinen [2020](#)), and reduced options for support (Usher et al. [2020](#)).

Some studies explored the phenomena of domestic violence during and post-disaster in India such as Hines ([2007](#)) and Rao ([2020](#)). However, existing literature on domestic violence during the lockdown is scarce. Moreover, the lockdown situation is different from other types of disasters. Almost all the states were affected by the presence of this virus at a single time. The question remains as to what factors are associated with an increase in domestic violence during the COVID-19 pandemic? Whether any theoretical framework could explain these factors? Limited studies used routine activity theory (RAT) in unfolding the complex phenomena of domestic violence (Mannon [1997](#); Roman and Reid [2012](#)). To our knowledge, no study is conducted in India to date that applied the framework of RAT to understand factors resulting in the perpetration of domestic violence, especially during a pandemic. Several authors pitched for the application of criminological theories such as RAT to predict an increase or decrease in crimes during COVID-19 by linking it with specific changes in routine activities (Piquero et al. [2020](#); Stickle and Felson [2020](#)). Therefore, this paper aims to explore the factors resulting in an increase in domestic violence cases in India during the COVID-19 pandemic by incorporating the routine activity theoretical model.

WHO defines intimate partner violence as ‘a physical, sexual, or psychological coercive act by a current or former partner or spouse to a woman’ (WHO, [2013](#)). There are multiple psychological theorizations of intimate partner violence. Psychoanalytic theorists, for instance, emphasise on relational masochism to explain a woman's decision to persevere with an abusive partner. However, this theory has been thoroughly criticised (Fisher, [1986](#)) for indirectly blaming the victims, reinforcing violence, and considering masochism as a feminine trait (Young & Gerson, [1991](#)). Traumatic bonding theory (Dutton & Painter, [1993](#)) attributes the power imbalance between the partners in explaining relational violence. When the abuse is intermittent, the attachment between the partners is strengthened through a negative reinforcement mechanism, that is, the removal of battering (Young & Gerson, [1991](#)). Although the prevalence of domestic violence in Indian society has always been troublesome, it worsened at an alarming rate during the COVID-19 pandemic (Mittal & Singh, [2020](#)). This aligns with the global rise of domestic violence cases during this pandemic (Roesch, Amin, Gupta, & García-Moreno, [2020](#); UN-Women Report, 2020), often being referred to as the ‘double pandemic’ (Bettinger-Lopez & Bro, [2020](#)), ‘shadow pandemic’ (UN Women, 2020; Ravindran & Shah, [2020](#)), ‘hidden epidemic’ (Neil, [2020](#)), and ‘the other pandemic’ (Nazri, [2020](#)). In a recent review of the gender-based violence during the COVID-19 pandemic, Mittal and Singh ([2020](#)) noted a significant increase in the cases of domestic violence. There was also an evident lack of supportive policies and resources for these women, as they were disconnected from their support networks during the COVID-19 pandemic and the subsequent lockdown. But for these few attempts to study the prevalence and consequences of domestic violence there are few studies on domestic violence cases in India and their potential impact on their mental health during the COVID-19 pandemic. The present paper attempts to fill this gap using a systematic review of newspaper reports of domestic violence cases during the COVID-19 pandemic.

In France, reports of domestic violence have increased by 30% since the lockdown on March 17. In Argentina emergency calls for domestic violence cases have increased by 25% since the lockdown on March 20. In Cyprus and Singapore helpline have registered an increased in calls of 30% and 33% respectively. Increased cases of domestic violence and demand for emergency shelter have also been reported in Canada, Germany, Spain, The United Kingdom and the United States.

Need for the study:

The title of this study is A Study on Media Coverage of Domestic Violence against working women during Covid 19: A Survey Analysis. The media has an impact on the public as well as society. During the COVID-19 pandemic, the media played a vital role in the public's life. This research will focus on the impact of the media on women the COVID-19 pandemic. This research contributes to a better understanding of how the media has disseminated accurate information, created awareness initiatives, and provided credible information and COVID-19-related news. The purpose of this study is to see how the media affects working women during the COVID-19 pandemic.

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Statement of the problem:

A Study on Media Coverage of Domestic Violence against Working during Covid 19 Pandemic: A Survey Analysis.

Objectives of the study:

Keeping in view the above discussion, the broader objectives of the study was to access coverage of media. The specific objectivities of the study were as follows.

Objectives:

1. To understand Media and Domestic Violence
2. To find out the Media reporting on domestic violence against women during Covid-19
3. To analyze the women perception on media coverage of Domestic Violence during Covid-19

Sampling:

The sample for the present study is collected from the working women at Etcherla in Srikakulam district, Andhra Pradesh. The researcher expected 100 percent sample the sample size of the study is 101 women.

Survey Methodology:

The data gathering method used in the study was an online survey. It is the most widely used method for researching the current COVID-19 epidemic. Random sampling is applied in this case. The primary technique for collecting data from varied respondents is the questionnaire. This survey was conducted using a self-designed internet survey. It allowed people the option to respond to questions and reflect in a confidential manner, saving money and time while doing the research. In this study, the qualitative research method was applied. An online survey was done using the qualitative technique to obtain the opinions of the students, as they are all attending college following Covid-19 and it is not possible to contact them one-on-one to obtain their opinions.

Under the Qualitative technique, an online survey was done to obtain the opinions of the women, as they are all attending offices following Covid-19, and it is not possible to visit each women individually to obtain their opinions via survey questionnaire. Babonea & Voicu (2011) Synodinos (2003) focus on the art of questionnaire construction and pretesting e.g., establishing the research aims and objectives, data collection methods, questionnaire design, pretesting and reviewing the questionnaire for production surveys. Findings from the group of studies suggest that these considerations are critical in developing a high quality survey questionnaire.

The researcher adopted survey design to assess the coverage COVID-19 News, different types of programs, women's emotions like sleep quality, aggressiveness, and among working women who were forced to stay at home during the COVID-19 outbreak using three

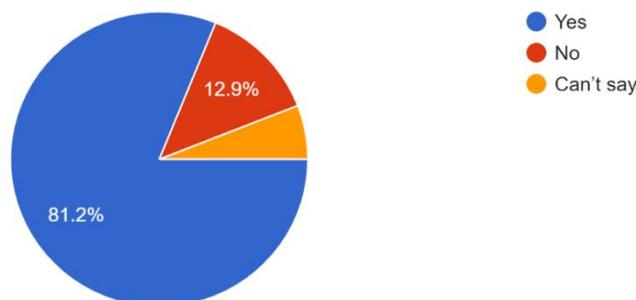
consecutive online questionnaires. The participation selection criterion in this study was that working women of various offices, who stayed at home in a social distancing status, should be physically healthy and non-disabled. After having been informed, women were participated voluntarily in the survey. The researcher instructed to complete the online questionnaires, 18 on January 2021. The language of all the online questionnaires was English, and all the questionnaires used in this study have been validated previous studies. Participants were asked to complete and submit the online questionnaires on time 30th April 2021 up to this period not receiving 100 percent of questionnaires from the respondents. The researcher waited for another 3 days. The researcher gave detailed information about this study was posted at the top of the questionnaires. Survey participants were asked to sign a consent form before completing the questionnaire form. Before the survey, I used Google form for questionnaire in this the researcher gave one attempt for filling the online questionnaire. Hence, the final sample size induced in the study analysis was 101 participants. For this study questionnaire was created on the Google forms, a link of questionnaire posted on through online like email, SMS, what's app group etc. to women and provided link to the questionnaire through online. The questionnaire consisted only closed ended questions. Recent developments in the field of communication technologies have given choice of survey method. Now with the help of internet one can do survey through e-mail, web based tools and Media. Online survey has faster responses and save the time Llieva, Baron, and Healey researcher can get data from distant location (25-28).

In recent years an increase of online surveys have noticed for online studies, presenting scholar with new challenges in terms of applying traditional survey research methods to the study of online behavior and internet use (16,28-30). Internet survey advantages like Speed and Cost Effectiveness, Respondent Participation and Cooperation, Accurate Real –Time Data Capture, Visual appeal and Interactivity, Callbacks, Respondent Anonymity, Personalized and Flexible questioning and Survey Research that mixes modes.

Data Analysis

Figure1. Media as a tool for information

101 responses

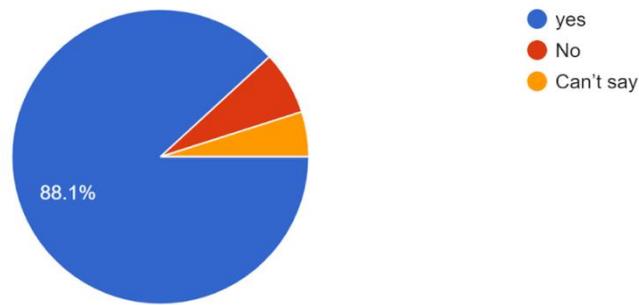


The figure depicts the percentage of respondents who regard the media as a source of information as Yes (81.2 percent), No (12.9 percent), and can't say (6.9 percent).

Figure 2. Media is a part of our life nowadays

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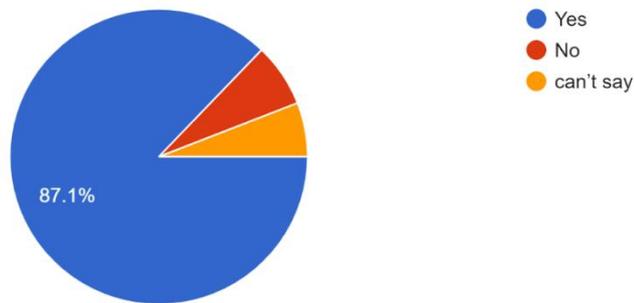
101 responses



The figure shows all the percentages of respondents response on media part of our life of Yes (88.1%), No (6.6%), and can't say (6.3) respondents.

Figure3. Media plays a vital role in our present context

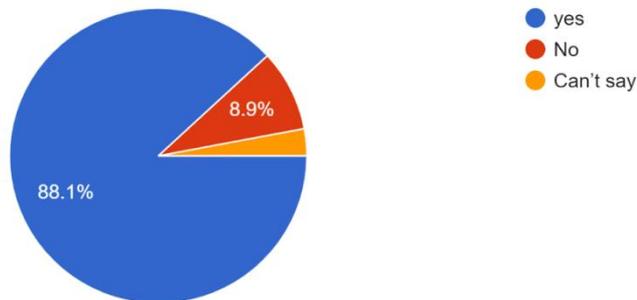
101 responses



The figure illustrates the percentages of Yes (87.1%), No (6.3%), and can't say (7.6%) respondents.

Figure 4. Media impacts on human behavior and social life

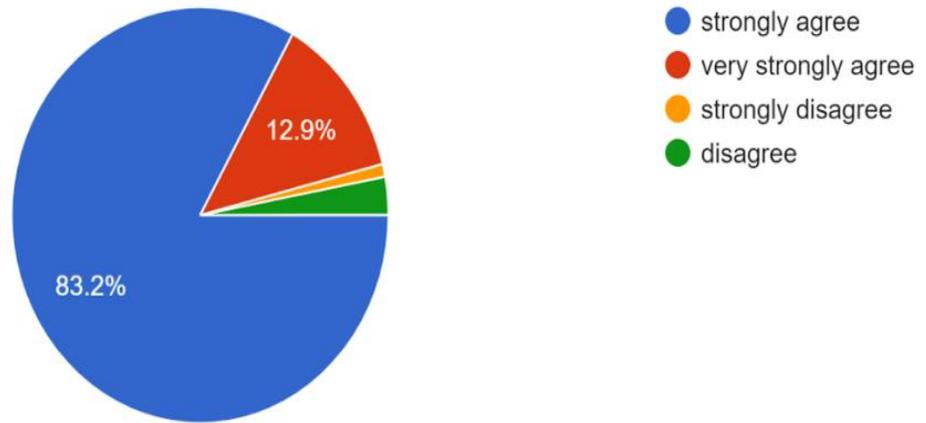
101 responses



The figure shows that the percentages of respondents who believe that media has an impact on human behavior and social life are yes (88.1 percent), no (8.9 percent), and can't say (4 percent).

Figure 5. Media focused to broadcast more information on COVID-19

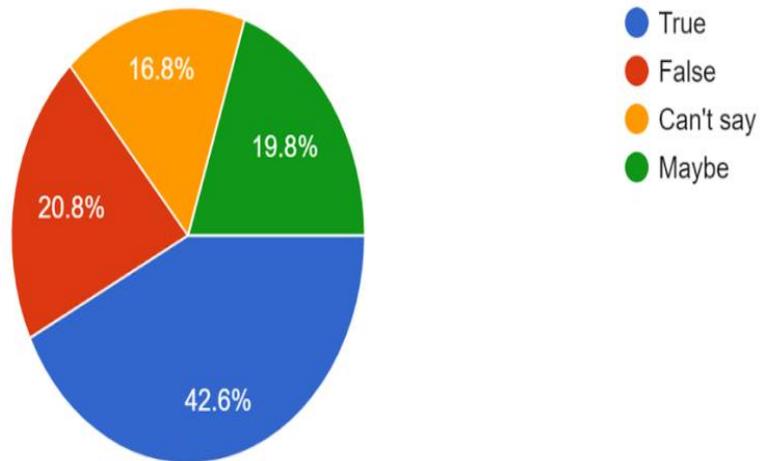
101 responses



The figure depicts the percentages of respondents who strongly agree (83.2 percent), very strongly agree (12.9 percent), strongly disagree (3.6 percent), and disagree (1.3 percent) respondents.

Figure 6. Media plays active role to disseminating updates of violence against women

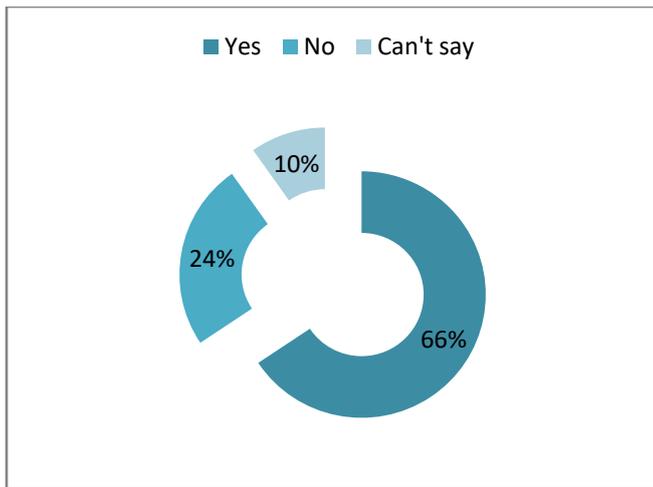
101 responses



The figure shows the percentage of the respondents say media is playing an active role as true (42.6%), false (20.8%), Can't say (16.8%), and maybe (19.8%) respondents.

Figure 7. Pay interest on follow the information through media during COVID -19

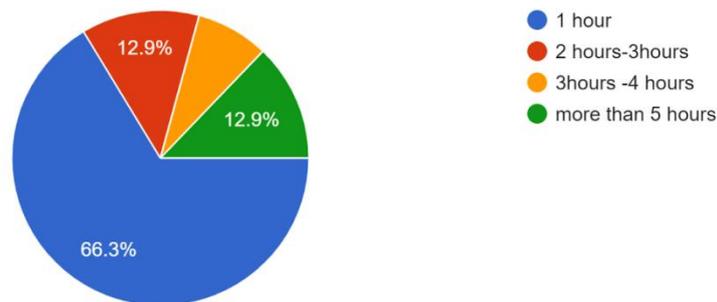
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The graph depicts the percentage of respondents who are interested in following the information to the public through the media. Yes (66%) respondents, No (24%) respondents, and can't say respondents (10 percent).

Figure 8. Spending time to watch the news related of violence against women

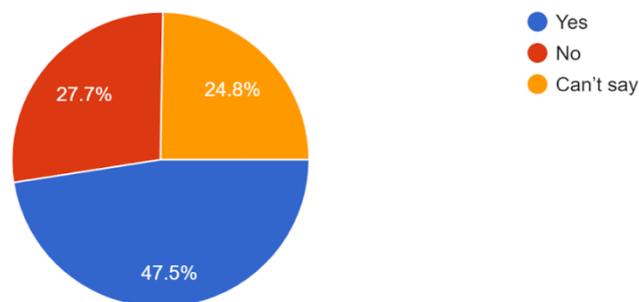
101 responses



The figure indicates the percentages of the respondents spending time watching news of violence against women 1 hour (66.3%), 2 hours- 3 hours (12.9%), 3 hours -4hours (8.9%) and more than 5 hours (12.9%).

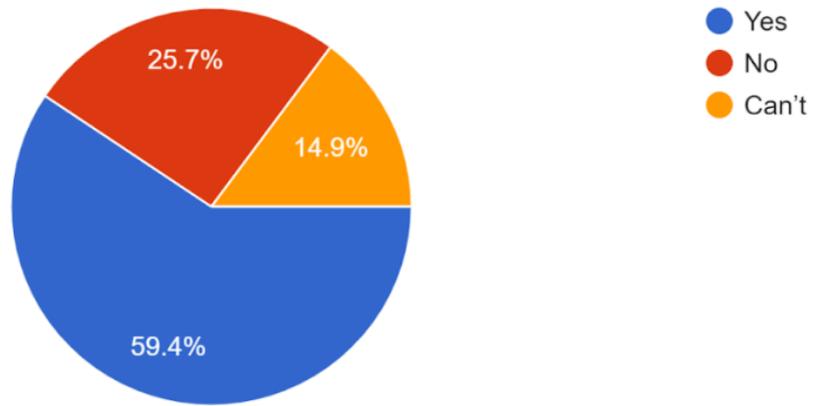
Figure 9. Domestic violence severe during COVID-19 period

101 responses



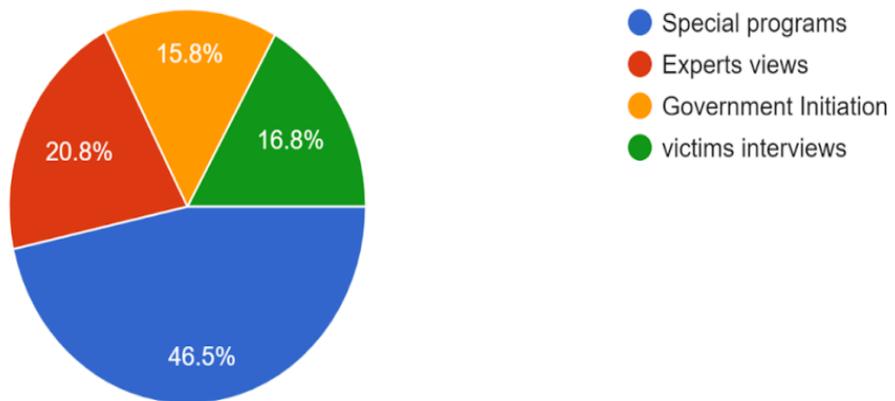
The figure shows the percentages of the respondents domestic violence severe during the pandemic yes (47.5 %), no (27.7%), and can't say (24.8%)

Figure 10. Observe the Media highlight the victim of the domestic violence
101 responses



The figure showed the percentages of respondents responses to media coverage of the domestic violence highlighted yes (59.4%), no (25.7%), and can't say (14.9%).

Figure 11. Media focus on women violence particularly in COVID-19 period
101 responses

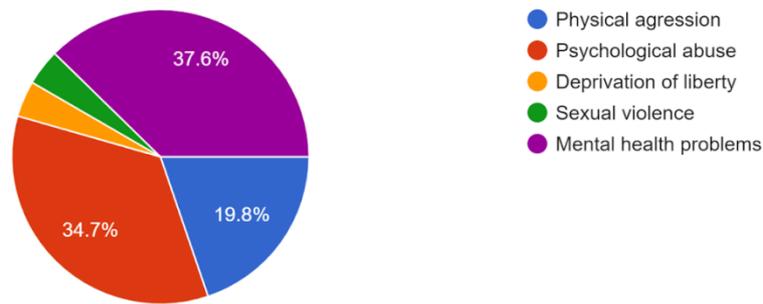


The figure indicates the percentages of respondents who said media focused on women violence-related issues during the pandemic period Special programs (46.5%), expert opinions (20.8%), government opinions (15.8%), and victim interviews (15.8%). (16.8 percent)

Figure 12. COVID-19 pandemic affect Domestic Violence rate

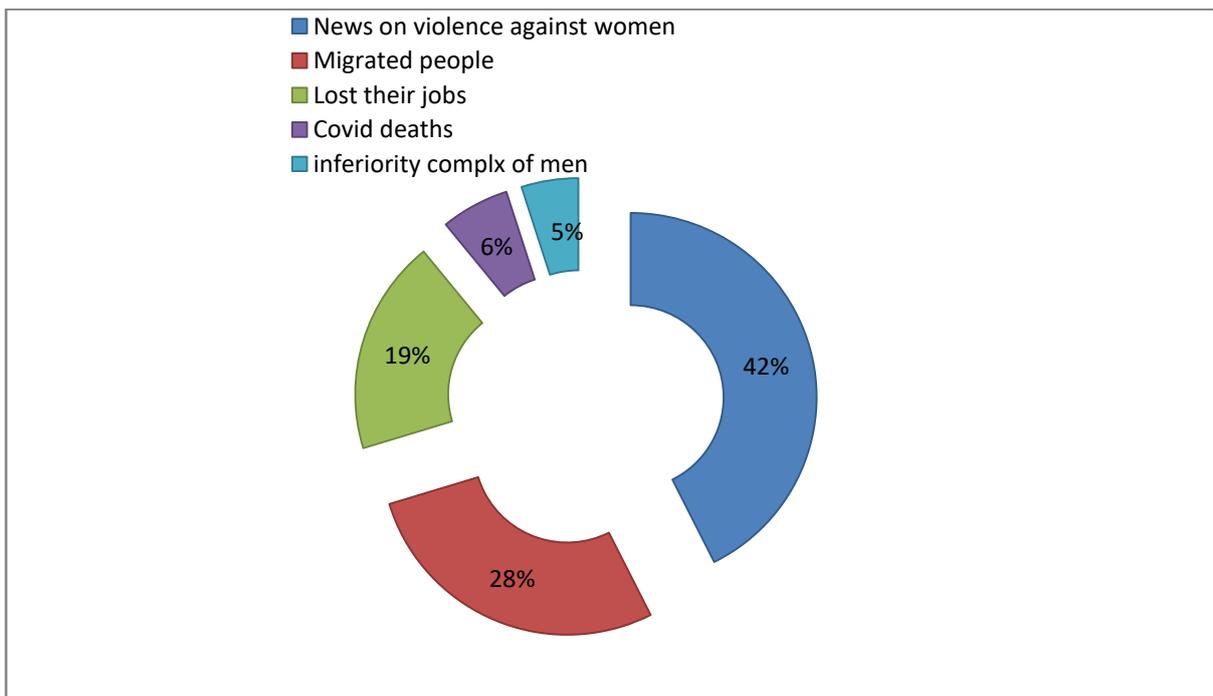
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101 responses



The figure represents the percentages of domestic violence rate among covid period respondents' opinions on who noticed physical aggression (19.8 percent), psychological abuse (34.7 percent), and deprivation of liberty (5.2 percent), sexual abuse (3.7 percent), and mental health problems (37.6 percent).

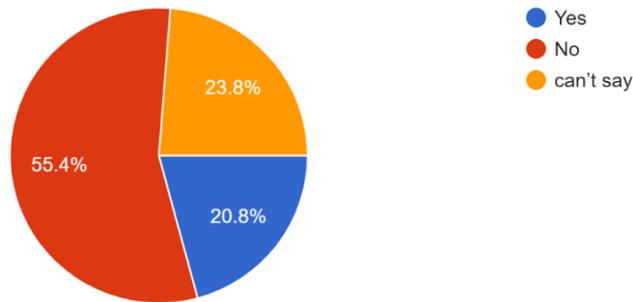
Figure 13. Stress during COVID-19



The figure depicts data about stress during in the pandemic from total respondents, with the percentages of news on violence against women (42 percent), migrated people (28 percent), and loss of their people (19 percent), Covid deaths (6 percent), and mental health problems (5)

Figure 4. Violence against women only

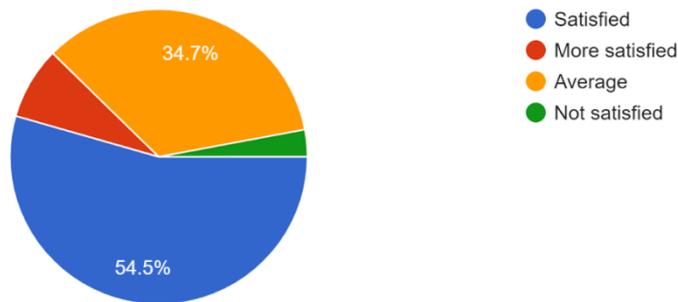
101 responses



The figure depicts the percentages of the respondents who said Yes (20%), No (55.4%), and Can't say (23.8%).

Figure 15. Media in the area of coverage involvement is satisfied

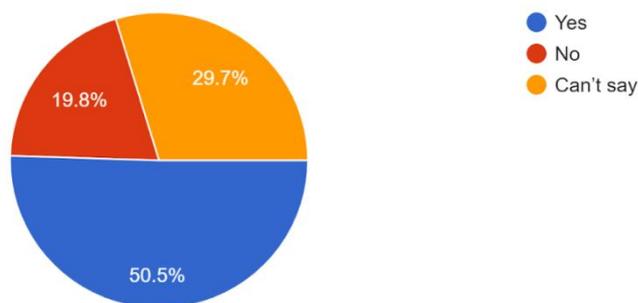
101 responses



The figure shows the percentages of respondents who were satisfied (54.5 percent), more satisfied (8.6 percent), average (34.7 percent), and dissatisfied with media coverage (3.2 percent)

Figure 16. Aware on effects of the violence of women

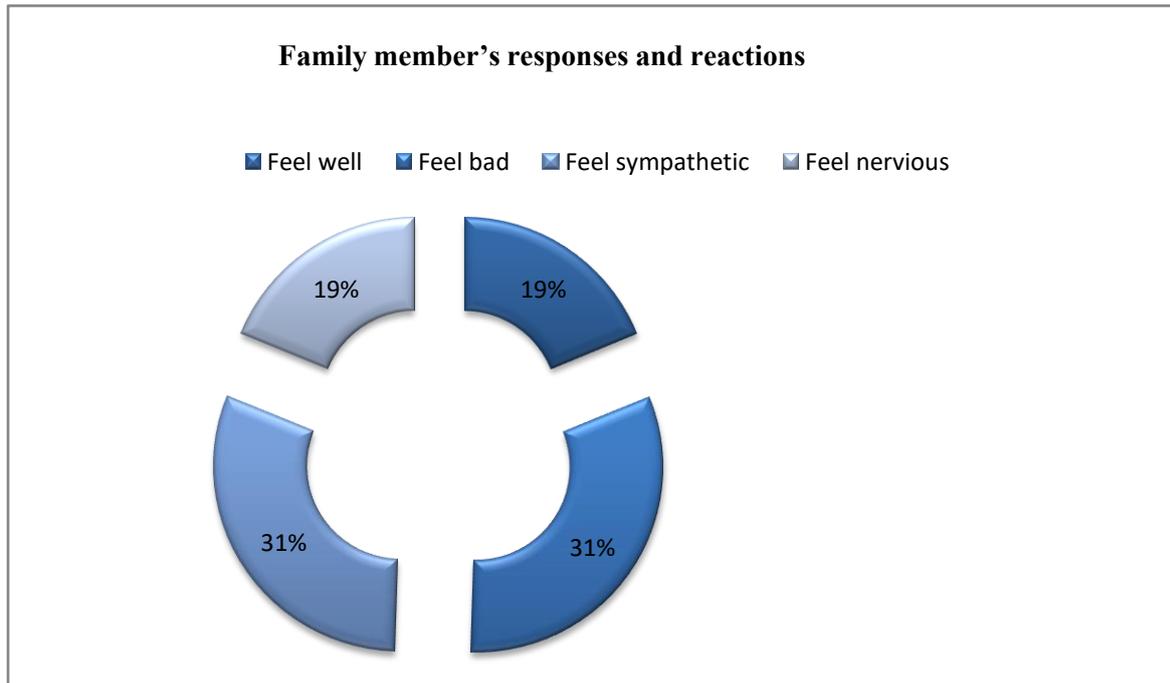
101 responses



The figure depicts the percentages of respondents that answered Yes (50.5 percent), No (19.8 percent), and can't say (29.7 percent) on being more aware of violence against women.

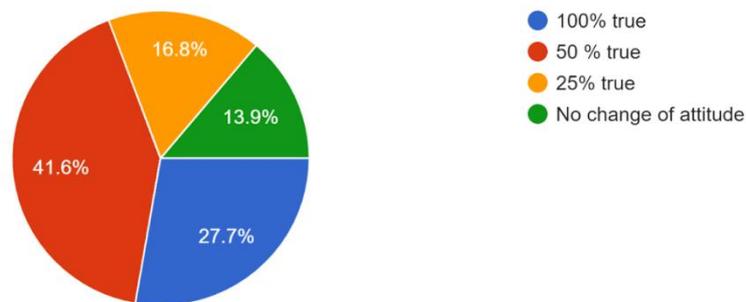
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Figure 17. Your family member's responses and reactions



The figure represents family members' responses to violence against women issues during various percentages of respondents' feelings. Feeling well (19%), bad (31%), sympathetic (31%), and nervous (31%). (3.7 percent)

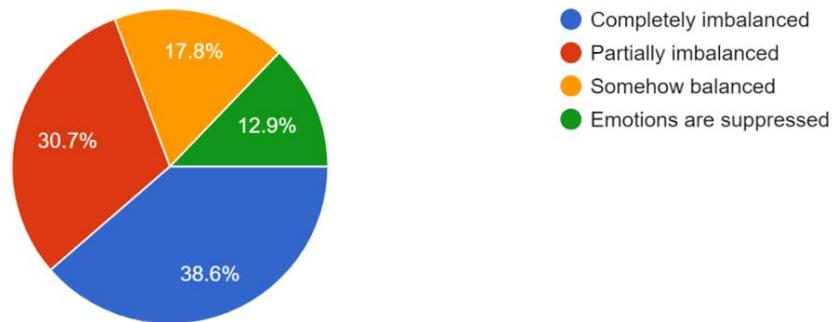
Figure 18. A person with an inferiority complex behaves arrogantly against his wife
101 responses



The figure shows that because of behavioral changes, it behaves arrogantly in different percentages of respondents: 100 percent true (27.7%), 50 percent true (41.6%), 25 percent true (16.8%), and no change of attitude (13.9 percent)

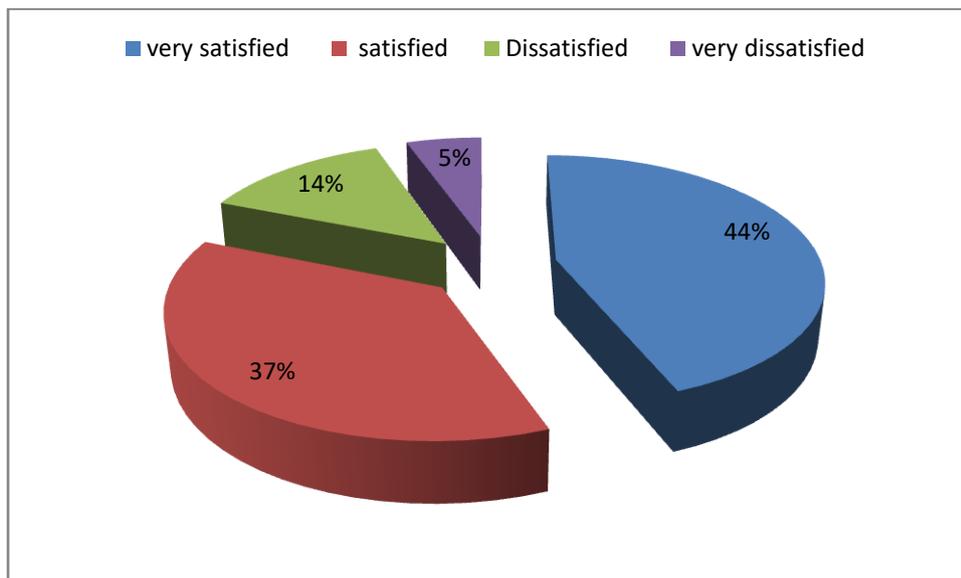
Figure 19. Emotions among the women in the home

101 responses



The figure depicts the percentages of emotions of women in the home respondents who say people are completely imbalanced (38.6 percent), partially imbalanced (30.7 percent), somehow balanced (17.8 percent), and Emotions are suppressed (12.9%).

Figure 20. Overall rating on Media coverage in domestic violence during Covid pandemic



The graph depicts the percentages of people who are very satisfied (44%) with media coverage, satisfied (37%) with media coverage, dissatisfied (14%), and very dissatisfied with media coverage (5 percent)

Findings:

The major findings in the study is that Media Coverage of Domestic Violence over Working Women during Covid 19

- ✚ 81.2 percent of the respondent said media as a source of information

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- ✚ Domestic violence like psychological abuse (34.7 percent), and mental health problems (37.6 percent) said respondents
- ✚ The respondents strongly agree (83.2 percent), media focused more information on Covid
- ✚ The respondents were very satisfied (44%) with media coverage, satisfied (37%) with media coverage,
- ✚ The respondents given 66 percent were interested in following the information to the public through the media.
- ✚ Respondents felt stress first on news on violence against women (42 percent) related issues, later gave priority to other migrated people (28 percent), and loss of their people (19 percent), Covid deaths (6 percent), and mental health problems (5)
- ✚ Respondents given women's emotions in the home during covid completely imbalanced (38.6 percent), partially imbalanced (30.7 percent)
- ✚ 47.5 percent respondents said domestic violence more during the pandemic
- ✚ The family members' responses to violence against women issue during pandemic the respondents' gave same percentages of sympathetic (31%), and nervous (31%).
- ✚ 88.1 percent respondents believe that media has an impact on human behavior and social life
- ✚ The respondents spending time to watching news of violence against women programs for one hour (66.3%), only.

Scope of Limitation:

The aim of this paper is to examine the amount of convergence of A Study on Media Coverage of Domestic Violence against Working Women during Covid 19: A Survey Analysis. During the COVID-19 pandemic, the media covered various types of programs in various ways, including newspapers, radio, television, mobile, internet, and social media. The media is an immensely popular medium. Online surveys gather information from people who respond to a form distributed via internet channels. Online surveys are becoming increasingly popular because they are simple, convenient, and inexpensive. Online surveys are only fulfilled by people who are literate and have access to the internet. Those who are biased enough to be interested in the subject because of there is no method to ascertain the extent of bias in an online survey method.

Suggestions:

1. The media should pay more attention to women's perceptions and issues.
2. The media should contribute more attention to domestic violence -related issues on a regular basis.
3. Due to time and resource constraints, the study was limited to only one hundred one working women.
4. It is preferable to pursue the opinions of women (house wives) in addition to enhancing the chances of surviving natural disasters for future research.

Conclusions

Thus, when discussing the issues and concerns of working women, the main focus should have been on the opportunities for women, which are critical. Domestic violence has been increased since the Covid 19 pandemic. Domestic violence could take different forms, which includes physical, psychological, emotional, sexual, and financial abuse. Domestic abuse is already a societal phenomenon that affects all ages and any socioeconomic or cultural group, has complex and deeply entrenched underlying causes, and is frequently not officially reported.

The media has played a significant role in our society, particularly in influencing public opinion on COVID-19 around the world. Newspapers, magazines, media channels, mobile phones, media websites, and social networking platforms such as Facebook, Twitter, Instagram, Whatsapp, Skype, and Viber are all forms of communication. Even though we live in a global village, mass media is a great source of information about what's going on in the world. Media has an impact on the public in both direct and indirect ways. The above study was conducted at Etcherla in Srikakulam district Andhra Pradesh. During the COVID-19 period, the media covered and reported more effectively, providing people with more reliable information. The media broadcasts various types of women's programs, such as expert interviews, debates, panel discussions, reviews on target audiences, special stories on specific issues, and so on.

The media played a more active role in preventing and reducing domestic violence. We have learned that we should be more aware of the media's presence in our lives and how it affects women as a result of our media reflection. It is our responsibility as researchers to create knowledge with regard to people's understanding of the role and effects of media.

When we are able to prevent violence or support women survivors of violence, we help to protect women's human rights and promote physical and mental health and well-being for women throughout their lives. This also helps to relieve pressure on already overburdened essential public services, such as the health system.

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