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## SOCIAL POSTER AGAINST DOMESTIC VIOLENCE PROBLEM

Student A. Akhrameieva, gr. BDR 2-13

Research supervisor N. Gudkova

Kyiv National University of Technologies and Design

**The aim** of the thesis is to identify the phenomenon of domestic violence and analyze the role of social poster in solving the problem of domestic violence of nowadays. **The tasks** are to study current scientific papers about the problem of family violence written by foreign and local scientists in order to unmask the myths concerning the problem and describe the ways to avoid the occurrence of domestic violence in the modern society.

**The study object** is domestic violence from the point of view of the ways to overcome the problem of physical and mental violence, among others a social poster as one of the most effective ways.

**The methods** of observation, classification, generalization, description are used in this paper.

**The scientific novelty** of the presented work is that for the first time the author tried to systematize information about domestic violence focusing on the role of a social poster as one of the most powerful technique of social protection.

**Results and discussion.** The theme of violence is a complicated one. And many violence victims don't even want to talk about it. Often they express their attitude to the topic in about the following terms: "I have a very good family. We all are very happy at home. Others might be experiencing domestic violence, but that never happens to us!". So many people say it. And we really want to rejoice over those families in which peace, love, moral and psychological health, care and mutual understanding really reign.

From psychological point of view "violence is defined as intentional physically aggressive behavior against another person" [5]. Violence is traumatic and humiliating. It inflicts suffering and harms the health or threatens lives, both physically and mentally. Domestic violence is determined in the same way. It should also be noted that domestic violence is a cycle that repeats with a constant increase in frequency. It's a cycle of physical, verbal, spiritual and material insult with the aim of controlling, intimidating, instilling a sense of fear (i.e., over time, violence occurs more and more often). This cycle consists of situations in which one person controls or tries to control the behavior and feelings of the other. The works of local and foreign researches [1; 2; 3; 4; 5] are devoted to the problem of domestic violence.

The known types of violence committed in families are the following:

- Physical violence is expressed in direct impact on the human body: beating, bodily harm, torture. As a result of physical violence, the victim may be tortured and injured.
- Emotional violence involves influencing a person's psyche in order to break his will to resist and defend his rights and interests.

The problem of domestic (family) violence has long been a taboo topic, and up to the present time there is resistance of the society to address this problem. In the public consciousness and the media, the problem of violence is presented in a very truncated and transformed form of the "horrors of an individual case".

There are many myths about the problem of domestic violence: the problem of domestic violence is greatly exaggerated; it is natural that men and women have always fought; domestic violence only happens in lower economical classes and minority population; pregnancy will protect a woman from being abused; if a person wanted to, they could leave



their abusive partner; domestic violence does not affect children since they are not usually aware of the abuse; marital rape does not really happen; people who abuse their partners are mentally ill and not responsible for their actions; alcohol and drug use cause domestic violence; women abuse men just as often as men abuse women. But the facts show the opposite: all couples will disagree at one time or another and domestic violence occurs in families from all social, racial, economic and religious backgrounds. Besides, there is little evidence to support the theory about alcohol and drug reasons of violence in family and there is no subgroup of women immune to the threat of domestic violence. And at last, there are a lot of reasons a person stays in an abusive relationship.

Thus, it is important to stay alert and pay attention to certain behavioral patterns of your future partner before starting a family in order to avoid falling into the situation of being domestically violated:

- Do not make a mistake of marrying those who are used to solving all their problems with violence.

- Under no circumstances bind your lives with a man for whom your views and family values are not important enough or differ from yours.

- Do not respond with violence to violence. Involving yourself in the process of mutual violence in the family, you start the process and create a relapse of its endless, habitual repetition.

- If you are going to live in this family, then you need to reduce the violence in the family towards yourself to a minimum. How? Patience and compromise.

If you are incapable to do so, the violence against you will not only be infinite, but will also progress.

A social poster as a special genre reveals the problems and points on the moral values of society. Its specificity focuses on addressing not some generalized audience, but the feelings and emotions of a particular person. A social poster against domestic violence helps people become more open about talking about this problem. Thus, the role of a social poster here is extremely important.

**Conclusion.** Summarizing, we can say that for society the problem of violence in family relations is urgent, requiring attention and solutions. Social protection of women and children is not at the proper level. The general tense in social and economic situation, the destroyed system of maternity and childhood protection, the growing alcoholization of the population, poverty, unemployment, the absence of family state policy leads to the destruction of the social institution of the family. A social poster can perfectly help in highlighting and further solving this problem.

**Keywords:** domestic violence, social poster, physical and mental violence, social protection, family state policy.

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