

**RETHINKK
//IMPACT**

9TH EUROPEAN COMMUNICATION
CONFERENCE

ECREA 2022

AARHUS - 19-22 OCTOBER 2022

FOLLOWING GYNECOLOGICAL VIOLENCE THROUGH MEDIA PRODUCTIONS

**THE DISCURSIVE TRAJECTORIES OF GYNECOLOGICAL AND
OBSTETRIC VIOLENCE THROUGH ALTERNATIVE AND TRADITIONAL
MEDIA**

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Plan

1. Introduction
2. Context & definitions
3. Research question & methodology
4. Main results
5. Discussion

CONTEXT OF ANALYSIS & DEFINITIONS

2014 - #PAYETONUTERUS



Miss lipstick 📌
@Misslipstick75

Entendu dans une maternité "Elle va patienter pour la péridurale. Elle a voulu avoir un gosse à 16 ans, elle va comprendre" [#PayeTonUterus](#)

[Translate Tweet](#)

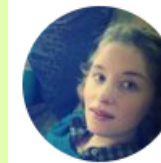
6:51 PM · Nov 20, 2014 · Twitter for Android



20 Minutes ✓ @20Minutes · 20 nov. 2014

[#Payetonuterus](#): Les femmes épinglent leur gynéco sur Twitter
dlvr.it/7ZmlXK

...



Elsa Cradec @ElsaCradec · 19 nov. 2014

[#paietonutérus](#) les copines qui préfèrent laisser traîner des trucs potentiellement graves parce qu'elles sont trop flippées des gynécos.

...



Félicie @Fe_li_cie · 19 nov. 2014

Je lis [#PaieTonUtérus](#) et je suis partagée entre colère et honte ... y'a vraiment un problème en France [#maltraitanceinstitutionnalisée](#)

...



Maïa Mazaurette @MaiaMazaurette · 20 nov. 2014

Ma contribution à [#PayeTonUterus](#) : pendant l'échographie obligatoire avant l'avortement, l'opérateur qui me fait écouter le coeur du fœtus.

...



Mona Chollet @monachollet · 22 nov. 2014

[#PayeTonUtérus](#): ce qu'elles n'auraient jamais dû entendre chez le médecin
lexpress.fr/actualite/soci...

...

VIOLENCE?

**"THE INTENTIONAL USE OF
PHYSICAL FORCE, THREATS AGAINST
OTHERS OR ONESELF, AGAINST A
GROUP OR COMMUNITY, WHICH
RESULTS IN OR HAS A HIGH RISK
OF RESULTING IN TRAUMA,
PSYCHOLOGICAL DAMAGE,
DEVELOPMENTAL PROBLEMS OR
DEATH." - WHO**

CONTEXT OF ANALYSIS & DEFINITIONS

VIOLENCE?

"THE INTENTIONAL USE OF PHYSICAL FORCE, THREATS AGAINST OTHERS OR ONESELF, AGAINST A GROUP OR COMMUNITY, WHICH RESULTS IN OR HAS A HIGH RISK OF RESULTING IN TRAUMA, PSYCHOLOGICAL DAMAGE, DEVELOPMENTAL PROBLEMS OR DEATH." - WHO

G&O VIOLENCE?

ANY TYPE OF "MEDICAL" ACT DONE WITHOUT CONSENT, FORCED OR HIDDEN EPISIOTOMY, FORCED CESAREAN SECTION, SEXUAL VIOLENCE, GYNECOLOGICAL RAPE BUT ALSO VERBAL AND EMOTIONAL VIOLENCE DURING CONSULTATIONS (AS HUMILIATION, INSULTS, INFANTILIZATION, ETC.)

RESEARCH QUESTION & METHODOLOGY

RESEARCH QUESTION: WHAT ARE THE TRAJECTORIES OF DISCOURSE ON GYNECOLOGICAL AND OBSTETRIC VIOLENCE IN LEGACY AND ALTERNATIVE MEDIA?

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**TRAJECTORIES AS A WAY TO
RETHINK INTERDISCURSIVITY.
DISCOURSES ARE SEEN AS TRACES,
"KNOTS" IN TIME, "WEBS OF
MEANINGS"**

**INSPIRED BY INGOLD, 2011 & HARAWAY,
2016**

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**FRANCE AND FRENCH
SPEAKING BELGIUM
2014 - 2022**

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**LEGACY MEDIA:
54 JOURNALISTIC
PRODUCTIONS
& ALTERNATIVE MEDIA:
19 PRODUCTIONS**

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JOURNALISTIC SOURCES

- ALTERNATIVE MEDIA & DIGITAL SOCIAL NETWORKS
- INSTITUTIONAL & POLITICAL REPORTS AND POSITIONS

NO DIRECT JOURNALISTIC INVESTIGATION



ANALYSIS

JOURNALISTIC SOURCES

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 - INSTITUTIONAL & POLITICAL REPORTS AND POSITIONS
- NO DIRECT JOURNALISTIC INVESTIGATION

QUOTED MEDICAL AND SCIENTIFIC DISCOURSE

BEFORE 2017 - RATIONAL & SCIENTIFIC

AFTER 2017 - ON THE UNJUSTIFIED USE OF MEDICAL PRACTICES

#

2014

EMERGENCE OF LEGACY MEDIA PRODUCTIONS ON G&O VIOLENCE

2017

ANALYSIS

WHAT ABOUT PATIENTS' TESTIMONIES?

WOMEN AND ANGER

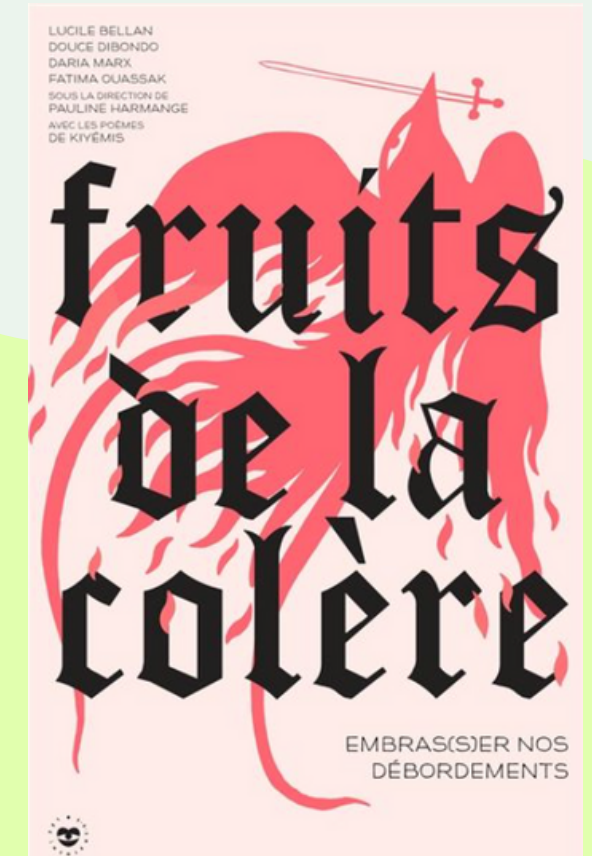
2014 - 2015

TESTIMONIES IN LEGACY
MEDIA ARE DEPICTED AS
CHARGED WITH "ANGER"

WHAT ABOUT PATIENTS' TESTIMONIES?

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RECLAIM

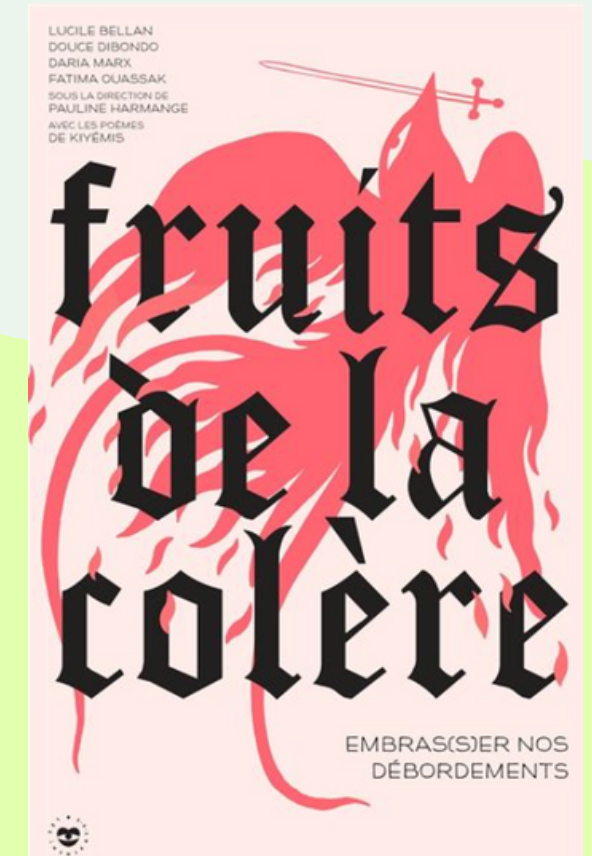
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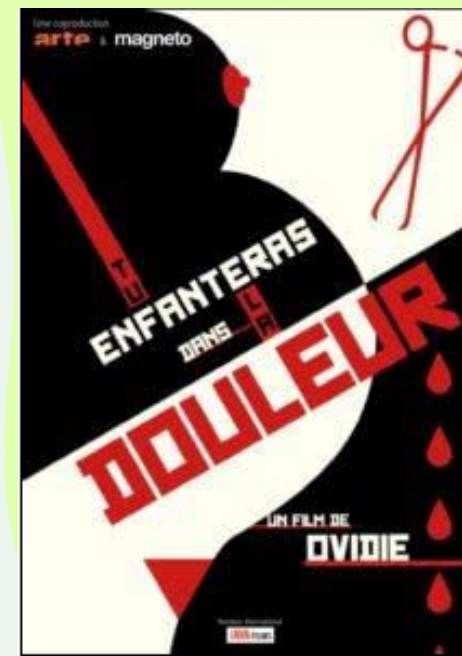
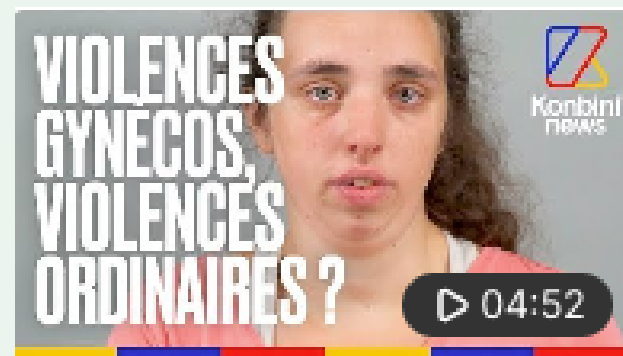
TESTIMONIES IN LEGACY MEDIA ARE
DEPICTED AS CHARGED WITH
"ANGER"

AFTER 2015
EVOLUTION TOWARDS AND
IDEA OF "LIBERATION" OF
WOMEN'S SPEECH



RECLAIM

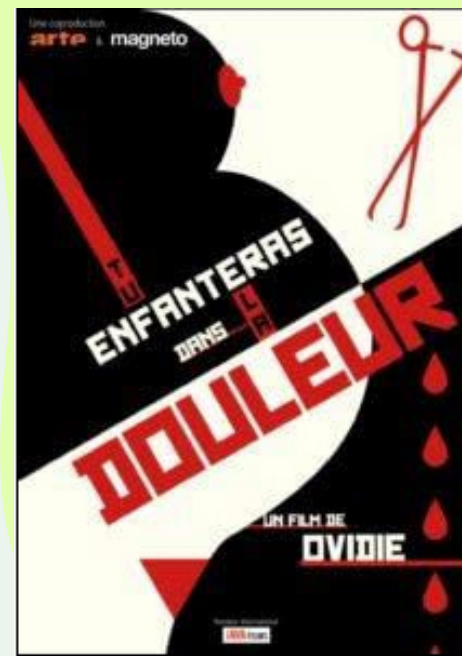
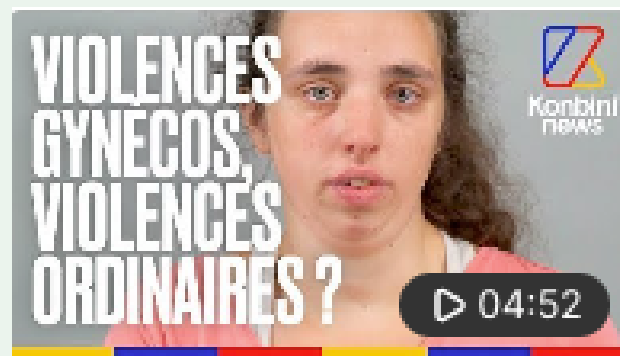
EMERGENCE OF MOST ALTERNATIVE MEDIA PRODUCTIONS



2017

2022

EMERGENCE OF MOST ALTERNATIVE MEDIA PRODUCTIONS



TESTIMONIES

NEED TO FRAME G&O VIOLENCE:

- DEFINITION
- EXAMPLES
- EMPHASIZE THE DIFFICULTY TO RECOGNIZE SUCH VIOLENCE
- SEEK HELP + SPEAK UP

2017

2022

ANALYSIS

RAW TESTIMONIES IN LEGACY MEDIA

2021-2022

(START 2018)

- **TESTIMONIES FROM PATIENTS
REPLACE THE SPEECH OF
EXPERTS**
- **LESS SPACE FOR JOURNALISTIC
TREATMENT**

RAW TESTIMONIES IN LEGACY MEDIA

2021-2022

(START 2018)

- **TESTIMONIES FROM PATIENTS REPLACE THE SPEECH OF EXPERTS**
- **LESS SPACE FOR JOURNALISTIC TREATMENT**

DISCOURSE ON G&O VIOLENCE SHIFTED FROM A HEGEMONIC POSITION, RELYING ON EXPERTS, SCIENCE, AND TRADITIONS, TO A MORE EXPERIENCE-BASED PRACTICE (MARQUIS, 2014) BEING COUNTER-HEGEMONIC (POLLINO, 2019; GRAMSCI, 1971)

ANALYSIS

Notion of violence

LEGACY MEDIA

ALTERNATIVE MEDIA

Notion of violence

LEGACY MEDIA

- NO MENTION OF "VIOLENCE" BEFORE 2014
- 2014 - 2017 REFERRED TO AS "DIFFICULTIES", "DISRESPECTFUL ACTS"
- AFTER 2017, "VIOLENCE" IS EVOKED
- 2021-2022 IMPACT OF TESTIMONIES WHERE THE TERM "VIOLENCE" IS USED

ALTERNATIVE MEDIA

Notion of violence

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ALTERNATIVE MEDIA

- VIOLENCE IS ALWAYS PICTURED AS BEING SYSTEMIC
- HEALTH PROFESSIONALS ARE DEPICTED IN A NEUTRAL WAY
- BROADER DEFINITION OF VIOLENCE (// ORDINARY EDUCATIONAL VIOLENCE)

TO CONCLUDE

**BROADER AND COUNTER-HEGEMONIC DEFINITION OF VIOLENCE.
WHICH USED TO BE TRADITIONALLY MADE BY MEN TALKING ABOUT MEN (WITH
DISCOURSES THAT ARTICULATE WORDS LIKE OF WAR, CONQUEST, AND BLOOD) NOW
RECLAIMED THROUGH PATIENT'S TESTIMONIES.**

TO CONCLUDE

BROADER AND COUNTER-HEGEMONIC DEFINITION OF VIOLENCE. WHICH USED TO BE TRADITIONALLY MADE BY MEN TALKING ABOUT MEN (WITH DISCOURSES THAT ARTICULATE WORDS LIKE OF WAR, CONQUEST, AND BLOOD) NOW RECLAIMED THROUGH PATIENT'S TESTIMONIES.

IMPORTANCE OF TESTIMONIES TO FRAME SYSTEMIC ISSUES, SUCH AS GENDER-BASED, VIOLENCE WITHIN MEDIATIC COVERAGE. UNTIL RECENTLY, CASES OF VIOLENCE WERE REPORTED AS ISOLATED EVENTS (SIMONS & MORGAN, 2018). TREATING SEXUAL VIOLENCE AS A SYSTEMIC ISSUE IS A COUNTER-HEGEMONIC DISCOURSE, REDEFINING NORMS (POLLINO, 2019; GRAMSCI, 1971).

DISCUSSION

- In the global context of mistrust against journalists, the reference to G&O violence can also be used for journalists to regain legitimacy, by giving a voice to victims.
- How experience is portrayed is an act of feminist resistance, to reclaim one's story and shift legitimacy.

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Thanks!

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