

11 Media framing of family violence and tourism

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Introduction

This chapter extends some of the discussions raised in Chapter 10 relating to the reporting of family violence in the media. It begins by outlining the context relating to journalism, namely the use of different styles of framing by the media to shape the interpretation of content by readers. Media framing in relation to particular issues, such as ‘wicked problems’ can influence public perception. Wicked problems can be understood to be *“a difficult, complex, seemingly intractable issue”* (Young-Wolff et al., 2016, p. 2517). Matters such as climate change, family violence, poverty, crime, substance abuse, and obesity can be considered to be examples of wicked problems (Young-Wolff et al., 2016). Whilst tourism is usually viewed positively, some forms of tourism, such as overtourism and sustainable tourism development, are regarded by some as *“complex ‘wicked’ issues”* (Phi, 2020, p. 2095) .

In this chapter, media framing is discussed in relation to family violence and tourism. Following that discussion, a case study approach is used to illustrate three examples of family violence stories and the portrayal of those events through newspapers. The chapter then provides aspects relating to family violence occurring during holidays, and how framing can impact public awareness of the intersection of tourism and family violence.

Previous chapters have outlined how family violence spikes during peak holiday times such as the Christmas and New Year period. Yet, tourism is often framed as a positive experience. As such, when family violence incidents relate to peak holiday times, the media can frame stories to present less emphasis on the correlation between tourism and family violence. This chapter considers an alternative gender lens by investigating the framing of family violence stories where the victim is a male, using three case studies to explore.