N. 2025-1-IT01-KA220-VET-000350227

Co-funded by
the European Union

MEDUSA



REWRITING MEDIA NARRATIVES ON GENDER-BASED VIOLENCE

Social and Financial Costs of Gender-Based Violence

Professional Learning Suite
For Journalists and Communication Professionals

Section: Cross Sectional Competences

Module No. 17

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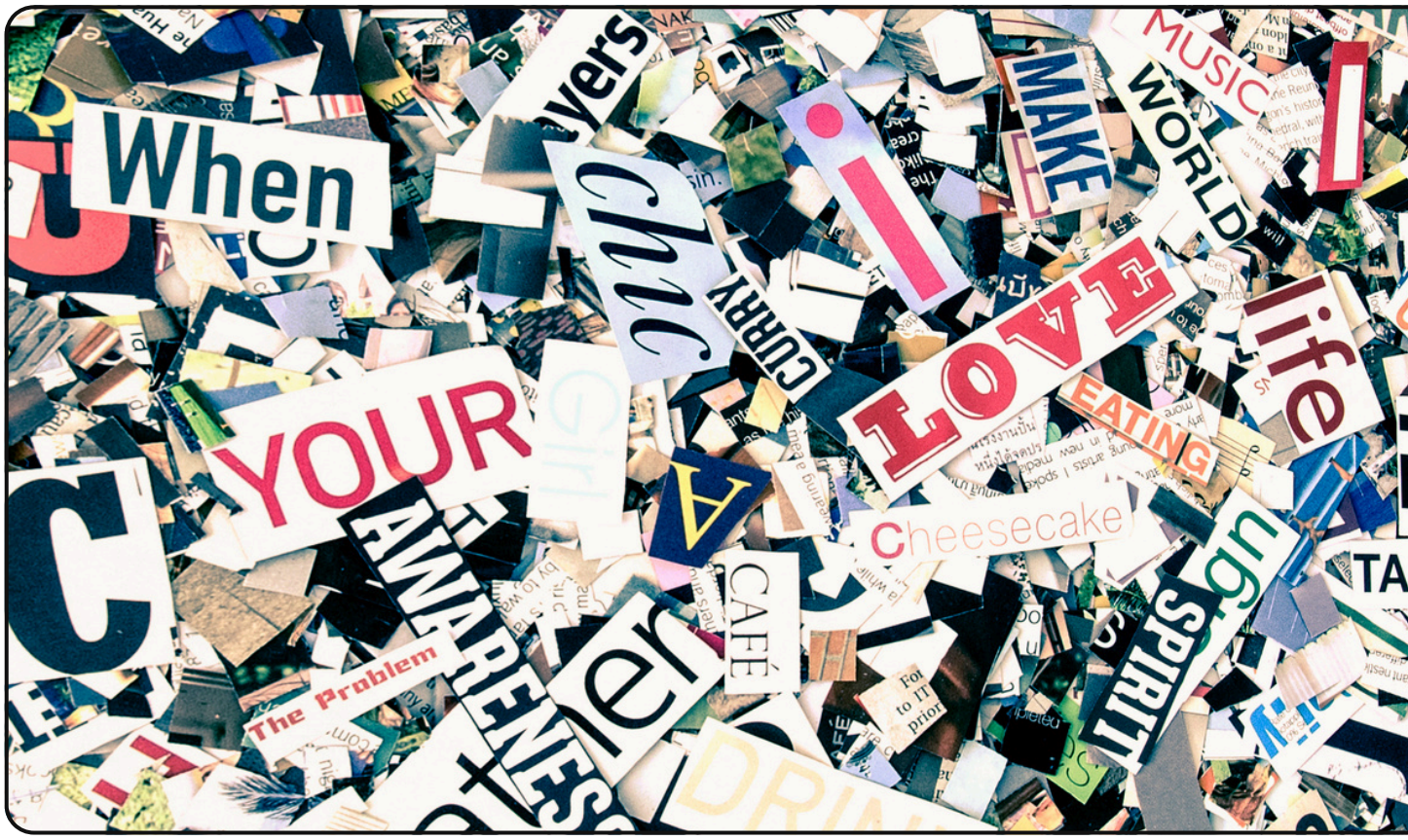


1. Why this subject matter

Gender-based violence is one of the most severe forms of gender inequality and it remains one of the most pervasive human rights violations, affecting women disproportionately.

Human life, pain and suffering do not have a price. However, knowing the cost of violence can help EU countries channel money to where it's really needed -- and where it's most cost-effective.

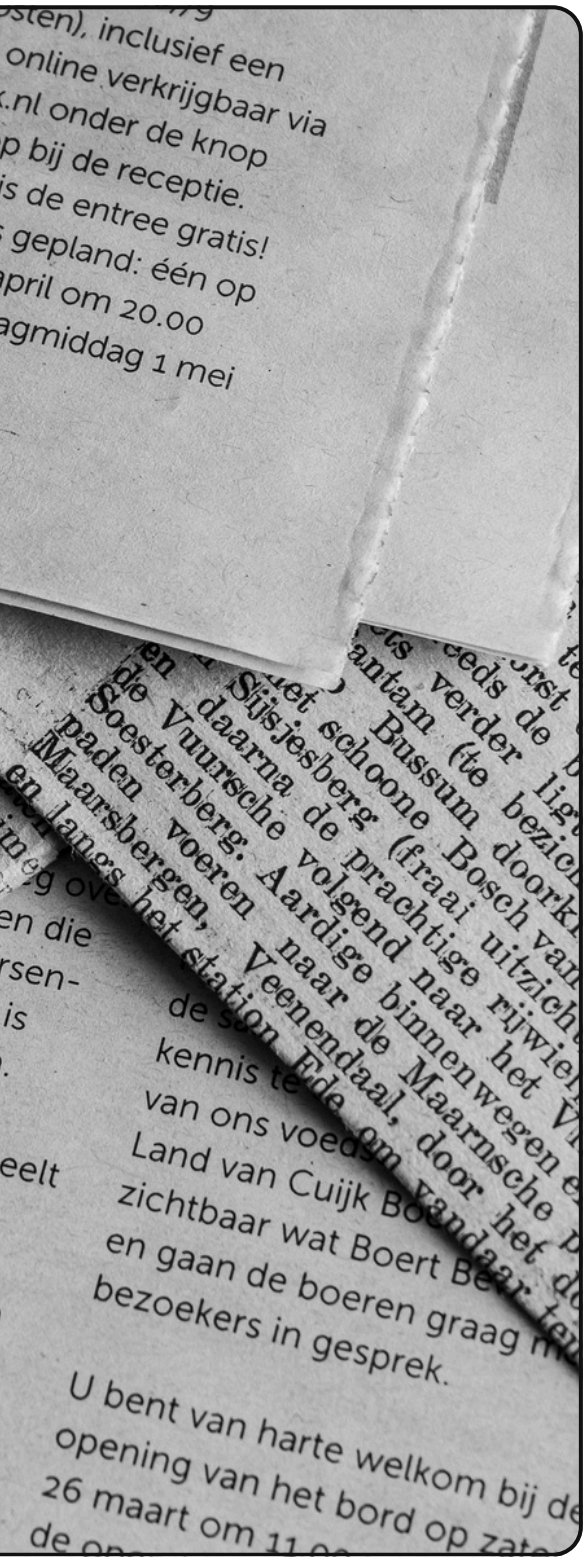
Journalists can tackle many stories examining the state, public, and private costs of GBV (Gender-Based Violence). These costs often include support services provided by government agencies and even women's loss of productivity.

"Business journalism also reports stories with a gendered perspective without compromising their message. Financial or business journalism is sometimes considered a "cold" or impersonal field because of its focus on market status and hard data. However, media practitioners are increasingly addressing these criticisms with guidelines for expressing compassion while still maintaining objectivity in financial coverage.

To ensure an accurate calculation of the cost of gender-based violence, EU countries need detailed data from public services such as law enforcement and the justice sector. Because gender-based violence is under-reported, countries also need survey data to get a true idea of the number of victims. Collecting detailed data on different forms of gender-based violence is an obligation under the Istanbul Convention, which all EU countries have signed and 21 have ratified.

Gender-based violence is a complex problem that can affect the lives of the victims, those close to them and society as a whole, both directly and indirectly, making it particularly difficult to capture the full extent of the effects of violence in costing studies.
Following up on existing cost estimates of gender-based violence can further advance policymaking."

2. Learning Outcomes



01

Identify social costs of gender-based violence;

02

Estimate financial costs of gender-based violence;

03

Enhance their skills for the implementation of cost-effective measures to prevent gender-based violence;

04

Develop their attitude to maintaining objectivity in financial coverage.

See a detailed description of the competence in social and financial costs of gender-based violence.

Learning outcome: Financial costs
Area: Personal
Competence: Flexibility
Definition: Ability to manage transitions and uncertainty, and to face challenges
Descriptors:
D.1.Readiness to review opinions and courses of action in the face of new evidence
D.2.Understanding and adopting new ideas, approaches, tools, and actions in response to changing contexts
D.3.Managing transitions in personal life, social participation, work and learning pathways, while making conscious choices and setting goals

Learning outcome: Financial costs
Area: Social
Competence: Communication
Definition: Use of relevant communication strategies, domain-specific codes and tools, depending on the context and content
Descriptors:
D.1.Awareness of the need for a variety of communication strategies, language registers, and tools that are adapted to context and content
D.2.Understanding and managing interactions and conversations in different socio-cultural contexts and domain-specific situations
D.3.Listening to others and engaging in conversations with confidence, assertiveness, clarity and reciprocity, both in personal and social contexts

Learning outcome: Social costs
Area: Learning to learn
Competence: Growth mindset
Definition: Belief in one's and others' potential to continuously learn and progress
Descriptors:
D.1.Awareness of and confidence in one's own and others' abilities to learn, improve and achieve with work and dedication
D.2.Understanding that learning is a lifelong process that requires openness, curiosity and determination
D.3.Reflecting on other people's feedback as well as on successful and unsuccessful experiences to continue developing one's potential



3. Definitions

Clear, non-academic definition (eg: “Critical Thinking”, “Empathy”)

The social and financial costs of gender-based violence (GBV) are the extensive, multi-faceted economic burdens and societal harms, including direct expenses (healthcare, legal, social services) and indirect costs (lost productivity, decreased economic output, intergenerational impacts) resulting from violence against women and girls, affecting victims, families, communities, and national economies significantly.

These costs manifest as

- increased health system strain,
- reduced female workforce participation,
- lower GDP, and
- significant personal suffering,
  - impacting human capital
  - and reinforcing cycles of poverty.

Psychological and neurolinguistic mechanisms

Biases – cognitive shortcuts – effects on perception.

Table 2 reveals mechanisms of the competence in social and financial costs of gender-based violence.

Table 2: *Mechanisms of the competence in social and financial costs of gender-based violence*

Competence elements	Sub-elements	Description
Social costs	Human Suffering	Physical injury, chronic conditions, psychological trauma, mental health issues (depression, PTSD/ post-traumatic stress disorder) for survivors.
	Intergenerational Effects	Negative impacts on children who witness violence, affecting their development and future well-being.
	Community Fear	Pervasive fear of violence, limiting women's freedom and participation in public life.
	Erosion of Social Fabric	Undermines human rights and gender equality, creating unstable communities.
Financial costs (Direct & Indirect)	Health Services	Expenses for police, courts (assault, divorce, custody), prisons, and legal aid.
	Justice System	Defining clear limits between professional and personal life to prevent burnout and compassion fatigue.
	Social Welfare	Costs for shelters, child protection, housing assistance, and support programs.
	Lost Economic Output	Reduced female employment, lower productivity, missed workdays, and lower lifetime earnings for survivors.
	Household Costs	Expenses for relocation, property damage, childcare during appointments, and replacing essentials.
	Lost GDP	Significant portions of national economies are lost to GBV (e.g., up to 3.7% in some countries).

4. Typical errors in journalistic practice

Concrete, recognisable behaviors (using examples from media)

journalists reporting on the social and financial costs of gender-based violence (GBV) often fail to capture the full scope of the issue due to narrow definitions and a focus on sensationalism. Typical errors in practice are shown in Table 3.

Table 3: *Typical errors in journalist practice*

Typical key error	Error dimension	Description
Conceptual and Definitional Errors	Narrow Definition of Violence	Reports often focus exclusively on physical and sexual violence, neglecting economic violence (e.g., withholding funds or sabotaging employment) and psychological abuse.
	Individualizing a Systemic Issue	Journalists frequently frame GBV as a series of "isolated incidents" or criminal justice events rather than a systemic social and economic crisis.
	Cultural Normalization	Misrepresenting GBV as "normal" or part of a specific culture or tradition, which minimizes its status as a human rights violation and an economic burden.
Failure to Account for Full Economic Costs	Omission of Indirect Costs	Many reports fail to include "hidden" financial ripple effects, such as lost productivity (presenteeism), absenteeism, and long-term impacts on human capital for both survivors and their children.
	Neglecting Private Sector Impact	Reporting rarely addresses how GBV costs the private sector through staff turnover and reputational damage, which in some countries can total up to 1% of GDP.
	Overlooking Public Service Burdens	Journalists often ignore the cumulative fiscal costs to the health, education, and judicial sectors, which are frequently underfunded for GBV-specific needs.
Ethical and Narrative Reporting Errors	Victim Blaming and Sensationalism	Using details like a survivor's clothing or lifestyle to imply responsibility, or prioritizing graphic details over structural analysis.
	Sourcing Bias	Reports often omit essential information on how survivors can access specialized services, further isolating those in need.

5.Impact of social and financial costs on media narratives on gender-based violence

Table 4 outlines typical errors' impact of social and financial costs on media narratives and public perception.

Table 4: *Errors' impact on media narratives*

Impact	Description
Methodological and Data Errors	
Reliance on Prevalence vs. Incidence	A major error is using prevalence (number of victims) rather than incidence (total number of incidents). Because one person may be a victim multiple times, prevalence-based models fail to capture the cumulative financial impact of repeated violence.
Inconsistent "Accounting" vs. "Econometric" Models	Most studies use simple accounting (multiplying service unit costs by usage), which ignores the "ripple effects" on the wider economy. More complex econometric models are often flawed by "simultaneity bias," where it is difficult to determine if violence caused lower earnings or if financial stress contributed to the violence.
Data Fragmentation and Lack of Comparability	Many estimates are based on "extrapolations" from one country (often the UK) to others, which may not account for local differences in service availability or cultural reporting norms.
Omission of "Hidden" Financial Costs	
Exclusion of Intangible Costs	Up to 56–58% of the total cost of GBV is attributed to "physical and emotional impact" (pain and suffering), yet these are frequently omitted from conservative fiscal reports because they lack a direct market price.
Neglecting Intergenerational Costs	Estimates rarely account for the long-term social costs of children who witness violence, such as reduced educational performance and future human capital formation.
Invisible Workplace Productivity Losses	While absenteeism (missing work) is often counted, presenteeism (reduced productivity while at work due to trauma or distraction) is frequently ignored, despite being a major drain on the private sector

Reporting and Structural Gaps	
Underreporting as a Cost Barrier	Since only an estimated 13% of GBV incidents are formally reported, any cost analysis based on administrative data (police or hospital records) captures only a fraction of the actual economic impact.
Ignoring Economic Violence	Traditional studies focus on physical/sexual violence but often miss "economic abuse," such as coerced debt, sabotage of employment, or destructive litigation, which directly traps survivors in financial dependency.
Private Sector Invisibility	Most studies focus on public sector costs (justice and health), failing to quantify the estimated 1–2% of GDP lost specifically by private businesses due to staff turnover and reputational damage.



6. Positive reframing

A short section that shows partners “what good looks like” and how the skill contributes to fair, gender-aware media coverage.

- Focus language on accuracy, dignity and agency of victims/survivors.
- Use context (social, cultural, structural) to prevent sensationalism.
- Apply empathy and critical thinking to headlines, interviews and framing.
- Model responsible storytelling that supports public understanding instead of reinforcing bias.

Table 5 reflects positive reframing of social and financial costs of gender-based violence.

Table 5: *Reporting about social and financial costs of gender-based violence*

Competence	Skill	Description
Financial Unlocking the "Safety Dividend"	GDP Acceleration	Closing gender gaps, which requires ending the GBV that limits participation, can lead to a 20% increase in GDP per capita on average.
	Market Efficiency	Reframing GBV as a "material risk" in financial assessments allows investors to drive long-term change by valuing companies that foster safe, equitable environments.
	Operational Productivity	For businesses, safety is a performance driver. Investing in respectful workplaces increases productivity and reduces costs associated with absenteeism and staff turnover.
	Fiscal Savings	Effective prevention can save governments significant public service costs—for every $1 invested in prevention, the return can include avoiding hundreds of dollars in future crisis response costs.

Social Building "Resilient Human Capital"	Intergenerational Prosperity	When women and girls live free from violence, they are more likely to stay in school and raise healthier, better-educated children, creating positive impacts that extend across generations.
	Social Cohesion & Stability	Societies with lower rates of violence against women are statistically more peaceful, stable, and less prone to violent conflict.
	Empowerment as Justice	Access to justice is reframed as an instrument of economic empowerment, fostering trust in institutions and strengthening democratic values.
	Transformative Norms	Programs targeting social norms move beyond "symptomatic aid" to create a culture of safety where everyone—including men and boys—gains from more equitable social environments.
Global Strategic Priorities	UNICEF Gender Equality Action Plan (2026–2029)	Focuses on "protection through violence prevention" as a foundational step for adolescent girls to access STEM, green skills, and digital opportunities.
	EU Gender Equality Strategy (2026–2030)	Prioritizes gender budgeting and social security coordination to foster long-term economic competitiveness.
	World Bank Gender Strategy (2024–2030)	Explicitly links ending GBV to building "stronger and more resilient human capital" and creating "more and better jobs" for the future.

7. Case Study

Sexual harassment at work

Women are twice as likely to experience sexual harassment in the workplace as men – in 2021, 11.0 % of women and 5.1 % of men aged 18-74. This indicator is the lowest in Latvia, but is highest among women in Sweden (55.4 %), Finland (53.7 %), and Slovakia (53.0 %), where more than half of women have admitted to having experienced sexual harassment at work in their lifetime. In Lithuania 19.1 % and in Estonia 33.3 % of women have experienced sexual harassment at work. Experiencing physical or sexual violence may have permanent negative influence, as, in addition to the emotional and psychological damage, harassment episodes may limit one's social engagement. E.g., sexual harassment at work may contribute to avoiding working life activities (especially as regards occupations dominated by the other sex), thus affecting ability to earn income or leading to reduced earnings.

Both women and men more commonly are sexually harassed by male perpetrators. Out of all sexual harassment victims, 4.1 % of women and 1.8 % of men were harassed by co-worker, and 2.1 % and 0.9 % by boss, respectively.

Questions for discussion:

1. Can you provide an explanation of financial and social aspects why a co-worker becomes a perpetrator more often in comparison to a boss?
2. Please, fill in Table 6 with relevant aspects and estimations in your local currency of financial and social costs for gender-based violence by co-workers and boss.

Table 6: *Financial and social costs of gender-based violence*

Nr.	Costs of gender-based violence	Co-worker as male perpetrator	Boss as male perpetrator
1	Financial costs	...	...
2	Social costs	...	...
3	Other costs	...	...

3 . What kind of activities and/or measures could be funded by state or privately to help prevent sexual harassment in the workplace?

4 . If compared what kind of costs have a bigger amount:

1. Costs for combating with consequences of sexual harassment in the workplace?
2. Costs for preventing sexual harassment in the workplace?



8. Practical Exercises

01
Mapping of Social and Financial Costs of Gender-Based Violence

Objective: to increase learners' awareness and understanding of social and financial costs of gender-based violence
Duration: 45 minutes
Materials: paper and pencil or computer
Instructions (step-by-step):

1. Please, use the method of mapping to visualize all the possible social and financial costs of gender-based violence in Figure 1. Please, remember that costs can be divided into
   - Social and financial,
   - Direct and indirect.

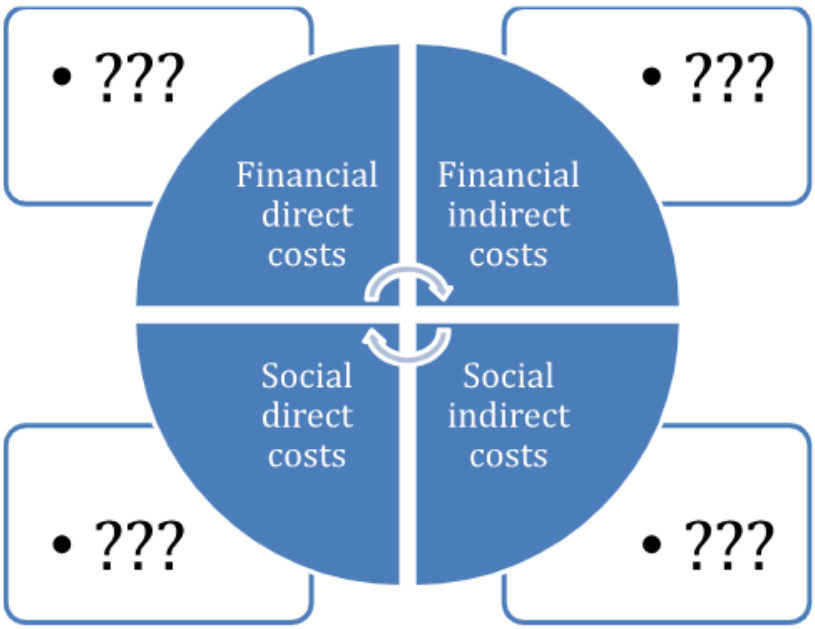


Figure 1: *Mapping of financial and social costs of gender-based violence*

2.Are there any other costs of gender-based violence?

Expected Output: inclreased learners' knowledge about social and financial costs of gender-based violence.

Debriefing / Reflection Questions:

- Can social aspects of gender-based violence be only measured by money?
- What are the links between social and financial costs of gender-based violence?
- What kind of measures could prevent gender-based violence in the workplace?



02

Quiz - Social and Financial Costs of Gender-Based Violence

Objective: to check social and financial and other costs of gender-based violence.
Duration: 15 minutes
Materials: Mentimeter, visidati.lv or similar, the Word file or a paper and pen
Instructions (step-by-step):

1. Please, answer the Quiz questions.

Question 1
According to global economic assessments from institutions like the World Bank and the United Nations, what is the estimated macroeconomic cost of gender-based violence (GBV) to the global economy?
A) Less than 0.5% of global GDP
B) Approximately 1% to 2% of global GDP
C) Approximately 5% to 7% of global GDP
D) More than 10% of global GDP

Answer & Explanation
B) Approximately 1% to 2% of global GDP
Explanation: UN Women and the World Bank estimate that the global cost of violence against women amounts to roughly 1% to 2% of global gross domestic product (GDP), which translates to trillions of dollars annually in lost productivity, healthcare, and law enforcement costs.

Question 2

When evaluating the financial impact of GBV on workplaces and corporations, which of the following represents the largest indirect operational cost to employers?

A) Direct legal fees from corporate lawsuits
B) Presenteeism, absenteeism, and lost workplace productivity
C) The cost of replacing stolen office equipment
D) Corporate public relations campaign expenditures

Answer & Explanation

B) Presenteeism, absenteeism, and lost workplace productivity
Explanation: The primary financial drain on businesses stems from lost productivity. Victims often miss work (absenteeism) or underperform due to physical or psychological trauma (presenteeism), costing employers billions globally each year.

Question 3

Which of the following is considered a direct social and public sector cost borne by local and national governments due to domestic and gender-based violence?

A) Reduced consumer spending on luxury items
B) Declining real estate values in urban centers
C) Increased expenditures on emergency medical services, criminal justice, and temporary shelters
D) Long-term fluctuations in national currency exchange rates

Answer & Explanations

C) Increased expenditures on emergency medical services, criminal justice, and temporary shelters
Explanation: Direct public costs are the immediate institutional expenses required to respond to the crisis. This includes police response, court proceedings, public healthcare treatment, and funding for crisis centers and emergency housing.

Question 4

From a microeconomic perspective, how does experiencing gender-based violence primarily affect an individual victim's long-term financial security and wealth accumulation?

A) It increases their eligibility for low-interest small business loans

B) It disrupts career continuity, reduces earning potential, and increases out-of-pocket healthcare debt

C) It automatically exempts them from local income and property taxes

D) It stabilizes their housing costs by providing permanent government subsidies

Answer Key & Explanations

B) Disrupts career continuity, reduces earning potential, and increases out-of-pocket healthcare debt

Explanation: GBV creates immediate financial instability through medical bills, therapy costs, and legal fees. Furthermore, it frequently forces victims to take time off, switch jobs, or drop out of the workforce, severely lowering their lifetime earnings.

Question 5

What is the term used by economists to describe the generational financial impact where children witnessing domestic violence experience lower educational attainment and lower future earnings as adults?

A) The velocity of money

B) Intergenerational transmission of human capital loss

C) Hyperinflationary drag

D) Opportunity cost of capital

Answer & Explanations

B) Intergenerational transmission of human capital loss

Explanation: When children witness or experience trauma at home, it negatively impacts their cognitive development and schooling. Economists categorize this long-term societal drag as an intergenerational loss of human capital, which suppresses the economic potential of the next generation.

- Please, compare your answers with the answers given by your peers.

Expected Output: direct and indirect social and financial costs of gender-based violence

Debriefing / Reflection Questions:

- Are your answers similar to the answers provided by your peers? Please, explain why you think like that.

03

Social and Financial and Other Costs of Gender-Based Violence

Objective: to map social and financial costs of gender-based violence.
Duration: 45 minutes
Materials:

- media articles about a case of gender-based violence avaible at the following link:
- a table in the Word file or a paper and pen

Instructions (step-by-step):

1. Read the article The Defamed Explained: Depp v. Heard written by:Abby Gorzlancyk

Introduction

The verdict of the highly followed case of Depp v. Heard came through on June 1, 2022. The case involved multiple claims between parties, a previous case in the United Kingdom resulting in different verdicts than the one issued in Virginia, and the complexities of defamation lawsuits. All of this aside, the Depp v. Heard lawsuit was the center of public attention with thousands of tweets daily regarding the lawsuits, clips of testimony obtaining over 27 million views on Tik Tok, and general public conversation over the 6-week trial and jury deliberation.

History of the Lawsuit

Amber Heard and Johnny Depp are both popular actors who met on the set of the movie Rum Diary in 2009. The couple started dating in 2012, became engaged in 2014, and married in 2015. One year later, Heard filed for divorce in March of 2016 and for a temporary restraining order against Depp on the grounds of domestic violence. Later, in August of 2016 the divorce was settled out of court and the 15-month marriage was ended. The former-couple released a joint statement that previous public statements the couple had made against each other (Heard claiming she was abused and Depp claiming that Heard was a "gold digger") were untrue.

In October of 2017, the first accusations against disgraced filmmaker Harvey Weinstein were released, and the start of the #MeToo Movement began. Soon after, Heard was named an ambassador of women's rights for the American Civil Liberties Union ("ACLU"). As part of her role, she wrote an opinion piece for the Washington Post entitled, "Amber Heard: I spoke up against sexual violence — and faced our culture's wrath. That has to change." In the article she does not name Depp but insinuates that her former partner, who was famous and timeline directly matched her relationship with Depp, abused her during the length of their relationship. The article was the source of Depp's lawsuit against Heard and created buzz about Depp as a male-celebrity that abused their power and notoriety to get away with domestic violence and abuse.

First Lawsuit in the United Kingdom

In 2018, Depp sued the executive editor and publisher of the British tabloid, The Sun, for libel. Generally, libel is the publication of false statements of fact that harm another's reputation. The basis of Depp's libel claim was an article that The Sun published that called Depp a "wife-beater." The lawsuit played out in British courts, which are notoriously pro-plaintiff. The lawsuit went to trial in 2020, where it was up The Sun to show that the published statements about Depp were accurate. The Sun called Heard to testify, and she recounted 14 instances where Depp abused her. The judge sided with The Sun and found the statements to be accurate.

Second Lawsuit in Virginia

In March of 2019, Depp sued Heard in Virginia state court for defamation. The choice to sue Heard in Virginia has been chalked up to the state's weak Anti-SLAPP laws which is possible due to the wide-sweeping reach of Heard's piece in The Washington Post. He originally sued over four statements from the title and content of The Washington Post opinion piece:

"Amber Heard: I spoke up against sexual violence – and faced our culture's wrath. That has to change."

"Then two years ago [the precise time frame of her allegations against and divorce from Mr. Depp], I became a public figure representing domestic abuse, and I felt the full force of our culture's wrath for women who speak out."

"I had the rare vantage point of seeing, in real time, how institutions protect men accused of abuse."

"I write this as a woman who had to change my phone number weekly because I was getting death threats. For months I rarely left my apartment, and when I did, I was pursued by camera drones and photographers on foot, on motorcycles and in cars. Tabloid outlets that posted pictures of me spun them in a negative light. I felt as though I was on trial in the court of public opinion — and my life and livelihood depended on myriad judgement far beyond my control."

Defamation generally, is the action of damaging the reputation of another. The first three statements met this initial threshold requirements of defamation, that they were statements not of opinion, but that could be proved to be accurate or false. However, the fourth statement did not meet that threshold requirement as it lacked any statements that Depp abused Heard. Therefore, the fourth statement was dismissed before trial leaving only the first three statements for trial.

In August of 2020, Heard countersued for statements made by Depp through his attorney, Adam Waldman. In multiple articles and tweets, Depp stated that Heard's allegations of domestic violence were called "fake" and a "sexual violence hoax." This countersuit proceeded to trial and was given to the jury for consideration at the same time as Depp's original lawsuit.

Courtesy of The New York Times

Trial Itself and Outcome

Both cases went to trial, which began on April 11, 2022. The testimony ended on May 27th and the jury began deliberation. On June 1st, the jury reached a unanimous verdict that Heard defamed Depp and awarded him $5 million in punitive damage (money

awarded to punish) and $10 million in compensatory damages (money awarded to compensate for loss or injury). Due to Virginia law, the judge could only grant $350,000 in punitive damages. Therefore, Depp's final award is for $10.35 million, not the $15 million the jury initially awarded him. The jury also returned a verdict that Depp and Walderman defamed Heard and subsequently awarded her $2 million in compensatory damages and $0 in punitive damages.
In response to the verdict, Depp released a statement that "the jury gave [him his] life back" and found peace in being able to "speak the truth". Depp has also won in the court of public opinion with tweets, memes, and TikTok videos expressing support for him and distain for Heard. It also sets out precedent and a roadmap for others, likely celebrities, accused of domestic violence or sexual assault to seek retribution via defamation lawsuit.

Courtesy of The Washington Post
Alternatively, Heard released a statement that she was "heartbroken" by the decision and saw it as a setback for women reporting domestic violence and abuse. Many advocates for sexual assault and domestic violence survivors are worried about the impact this verdict may have on victims, whether they have celebrity status or not, reporting and seeking help. According to her attorney, Heard does not have enough money to pay the judgement and will be appealing the verdict.

From other articles:

The US defamation trial was live streamed by Court TV with 3.5 million people tuning in watch the verdict live on YouTube (Penney & Associates, 2022).

While in criminal cases, testimony relating to sexual violence cannot be televised, defamation cases provide no such protection and Heard's testimony was not only televised but widely reproduced, mocked and memeified (Robinson and Yoshida, 2023).

Indeed, the trial attracted unprecedented – and very asymmetrical – engagement on social media. For instance, NPR reported that during the trial #IStandWithAmberHeard had around 8.2 million views on TikTok, while #JusticeForJohnnyDepp had 15 billion (Tsioulcas and Rascoe, 2022). Controversially, the jury were not sequestered during the trial. The jury found mostly in favour of Depp; however, Depp was also found to have defamed Heard when one of his lawyers referred to an allegation as a 'hoax'.

Depp paid the cost. He was as good as guilty by public opinion and accusation, and he took the battle public. How much worse could it get if he lost? Not much. Social media's cancel culture undermined his professional viability. When he went public, however, social media became an ally. Depp has 40-plus years of fans. Fans often have parasocial relationships and emotional attachments to celebrities with personal meaning. Some fandoms are built around Depp and follow his career; others are built around the iconic (and archetypal) characters he created. Fandoms create a sense of social connection with the celebrity as well as with the fan community—both of which can impact self-definition. When Depp was legitimately under attack, the fans felt attacked as well. His rebel archetype emerged from the ashes of villainy and took on the patina of heroism.

Depp has said Heard's claims ruined his career and spiked his work in Disney's lucrative Pirates of the Caribbean film franchise. Asked during the trial what he had lost because of the allegations, Depp replied, "nothing less than everything."

Given that Depp has been awarded over $10m (£8m) in damages, Heard could be facing a major financial hit from the trial.

The high-profile Johnny Depp/Amber Heard defamation trial ended with what seemed like a split decision: Both were found to have defamed each other. But with the jury awarding millions more in damages to Depp than to Heard, the outcome suggests that she defamed him more. The chilling effect of the ruling on survivors of domestic violence who want to speak out against their abusers is clear, but the damage from the case extends to all issues that depend on unfettered discussion in a free press.
Entertainment media coverage turned the legal battle of the two celebrities into a “media circus” (CBC, 4/24/22; HuffPost, 5/17/22), a voyeuristic and sadistic form of entertainment that harkened back to the days of the Jerry Springer Show. Progressive and centrist news outlets seemed reluctant to dig into the details of the case, perhaps assuming that the trial was a frivolous celebrity story. “Usually reliable outlets tended to steer around the facts,” an analysis on public radio’s WNYC (6/2/22) noted. Yet the substance of the allegations was gravely serious: Heard wrote a Washington Post op-ed (12/18/18), in which Depp’s name does not appear, where she described herself as a “public figure representing domestic abuse.”

The verdict has been loudly condemned, especially by feminists who saw the outcome as a successful retaliation by a powerful man against a woman who dared to call him out publicly (Guardian, 6/2/22). US Weekly (6/4/22) reports that Heard plans to appeal.

2. Complete the table by identifying the financial, social, and other costs of gender-based violence referenced in the provided text regarding Depp v. Heard, as well as in broader contexts.

Table 7: *Costs of gender-based violence*

Financial costs	Social costs	Other costs

Checklist time!

These tools can be applied directly in journalistic work to support the reporting of financial, social and other costs of gender-based violence:

- **Examples:**
  "Mapping of Social and Financial Costs of Gender-Based Violence" – journalists can map financial, social and other costs of gender-based violence to ensure that all possible costs are included in media article.

- "Quiz - Social and Financial Costs of Gender-Based Violence" – reporters can use this quiz to get an impression about the costs of gender-based violence at the global level.

- "Financial and Social and Other Costs of Gender-Based Violence" – when preparing a media artcile about people affected by a conflict of gender-based violence, journalists can include direct and indirects costs of gender-based violence at different levels (financial, social, personal, etc).

- By integrating these tools into everyday reporting practices, media professionals can actively quantify and humanize staggering financial, social, and human costs to foster an impactful coverage.

Resources

- African Women in Media. (2024). Media can effectively report economic cost of GBV. https://africanwomeninmedia.com/2022/10/24/media-can-effectively-report-economic-cost-of-gbv-on-survivors/
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Co-funded by the European Union

N. 2025-1-IT01-KA220-VET-000350227

MEDUSA
REWRITING MEDIA NARRATIVES ON GENDER-BASED VIOLENCE

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Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

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© May 2026 – Skill Up Srl, Hochschule Wismar, INDEPCIE sca, Innovation Frontiers IKE, Latvian Zonta E-klubs, Novi Sad School of Journalism.
This publication was carried out with the financial support of the European Commission under Erasmus + Project "MEDUSA-Rewriting media narratives on gender-based violence", N. 2025-1-IT01-KA220-VET-000350227.

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