

A stylized, abstract illustration featuring several faces in various shades of pink, red, and dark brown. The faces are composed of geometric shapes and have large, expressive eyes. The overall style is modern and graphic, with a focus on color and form. A white rectangular box is overlaid on the left side of the image, containing the text "#MeToo".

#MeToo

Illustration by Eleni Kalorkoti
www.newyorker.com/news/news-desk/one-year-of-metoo



#MeToo

**is becoming a
witch hunt?**

Introduction

The purpose of this research is to analyze



using the agenda-setting theory.

Introduction



The movement took off around October 2017 with news about sexual-abuse allegations against Harvey Weinstein.

October 2018, President Trump said then was a “very scary time for young men in America.”

Introduction



There will be analyses of

- Rose McGowan—Harvey Weinstein accuser—interview on ABC, and
- Fox News' view of #MeToo pandemic.

Annotated Bibliography

- ***The shifting terrain of sex and power*** by Gill, R., & Orgad, S. (2018): *From the 'sexualization of culture' to #MeToo* article discusses the self-representation in society as well as on digital networks, the relationship between what we see on medias and our intimate life.
- In ***'Hashtag activism and message frames among social movement organizations'***, Xiong, Y., Cho, M., & Boatwright, B. (2019) addresses feminist activism and how the bottom up MeToo movement are framed and made possible by online discussions.

Agenda-setting Theory

1972

Maxwell McCombs and Donald Shaw
found a direct link between

**what the mass
media reported
as the most
critical**



**what people
thought as the most
important issues**

Agenda-setting Theory

Media tell people what to think about.

The media shapes and filters what we see, and the more media attention is given to an issue - the more likely people will care about.

Analysis

Rose McGowan speaks out on #MeToo, sexual abuse in Hollywood

Jan 30, 2018



abc NEWS

ABC praises Rose McGowan as “one of the original women who ignited the #MeToo movement” and provides her a platform to promote her new book “Brave”. McGowan, who accused Harvey Weinstein of sexual assault, speaks about that dark experience of her own.

Analysis

Rose McGowan speaks out on #MeToo, sexual abuse in Hollywood

Jan 30, 2018



abc NEWS

The delivery:

- is highly accessible
- made up of one angle of perspective
- with great emotional appeal

Analysis

Has the #MeToo movement gone too far?

Jan 16, 2018



Fox News sees that the #MeToo is doing a lot of great things

but now is a pandemic of defamation

when we hold the standard that "every woman should be believed" and men is "guilty until proven innocent."

Analysis

Has the #MeToo movement gone too far?

Jan 16, 2018



The delivery:

- is cold
- is heavy with lots of information
- made up of many angles and examples

Conclusion

- Both medias encourage women to speak up and #MeToo is doing a lot of great things. However,
 - while ABC News is on flow with the mainstream opinion that “all women should be believed,”
 - Fox News downvotes that blindly support and false accusations.
- People should join the discussion about
 - some men been getting away with the terrible things they did and
 - some women may false charge famous persons for fast-fame and fast-cash.

References

- Rose McGowan speaks out on #MeToo, sexual abuse in Hollywood
<https://www.youtube.com/watch?v=zPBLFF1wx40>
- Has the #MeToo movement gone too far?
<https://www.youtube.com/watch?v=JQ0MMCSHGyE>
- Gill, R., & Orgad, S. (2018). The shifting terrain of sex and power: From the 'sexualization of culture' to #MeToo. *Sexualities*, 21(8), 1313–1324. <https://doi-org.ejwl.idm.oclc.org/10.1177/1363460718794647>
- Xiong, Y., Cho, M., & Boatwright, B. (2019). Hashtag activism and message frames among social movement organizations: Semantic network analysis and thematic analysis of Twitter during the #MeToo movement. *Public Relations Review*, 45, 10–23.
<https://doi.org/10.1016/j.pubrev.2018.10.014>