Introduction:
Rape culture can be defined as a culture where dominant cultural ideologies, rape experiences and societal institutions support and condone sexual assault by normalizing, trivializing and eroticizing male sexual violence against women and blaming victims for their own abuse. This kind of ideology being used in mainstream media, especially when aimed at men, has the ability to cause detrimental effects on readers and society as a whole, so investigating this area will help to give a broader insight into the issues at hand as well as offering potential solutions to combat the issues faced.

Methodology:
Both qualitative and quantitative methods and practices will be put to use whilst conducting the research. Discourse analysis will be the primary methodology used, which involves analysing spoken or written texts in their social and ideological settings. This will allow for an exploration of the theoretically coherent approach to the analysis of talk and texts, and the psychological aspects of discourse analysis will be used in a number of areas such as feminism. A full genre of discourse analysis is the study of how discourse influences and shapes language and identifies how discourse analysis helps create a corpus of discourse analysis.

Sources:

- Cullum-Swan, B., and Manning, P., 1994. Handbook of qualitative research
- Romano-Sanchez et al. 2015
- Sommers, C. H., 2008. Departments researching the ‘rape culture’ of America an investigation of feminist claims about rape.
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