

Feminism in Lollywood films



Sundus Khan

01-258172-015

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Bahria University, Islamabad

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ABSTRACT

The study examines the portrayal of women in Lollywood Films during the time period 2011-2018. The current study highlights the issue that there is no social change in popular Urdu cinema which signifies the stereotypical portrayal of women in Pakistani cinema. There are subliminal messages in the films that influence how audience perceives the world, especially women. Three films namely Bol (speak) (2011), Dukhtar (Daughter) (2014) and Teefa in trouble (2018) are included in the study. These three films are considered in the study because the leading roles in these films are played by women that suggest that women empowerment is encouraged in these films. The aim of the study is to find out how the three selected films portray Pakistani women, how these films challenge patriarchy and how positive approach towards women empowerment is promoted in the films. Feminist theory, Gramsci's theoretical model of hegemony and Laura Mulvey's theory of visual pleasure and narrative cinema are applied to analyze the data through Qualitative and Quantitative content analysis research method approach.

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