

# Women's portrayal in Pakistani Urdu Movies



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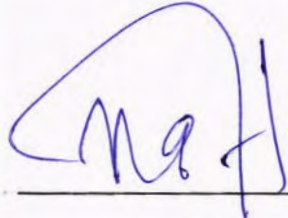
Mass media and women  
Women in mass media

INTERNATIONAL ISLAMIC UNIVERSITY, ISLAMABAD  
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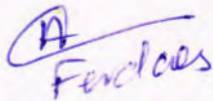
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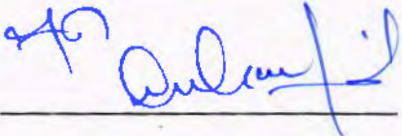
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## ABSTRACT

Media has huge influence on people's everyday life. How people see themselves and outer world is also influenced by media. Different types of media have different levels of influence on people's life but the strongest influencer of all is electronic media in the form of television, movies, advertisements and internet. These forms of media depict men and women in diverse ways and with variant characteristics. A lot of researches have been done on television shows and movies and current study will add to the vast pool of researches by analysing portrayal of women in Pakistani movies using discourse analysis. Results reveal different types of portrayals of women. Women are excessively shown in movies for addition of glamour to attract audience. Women are portrayed differently as per their age and economic status. The lead actresses were all beauty symbols. The stories seem more imaginary than real as such things are not a part of our traditional and social values. The characters of films still follow the traditional ideology but a few characters do occasionally challenge the patriarchal privilege. Depictions of gender in movies effect the perceptions of people about what a woman is.

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## Chapter 1

### INTRODUCTION

Media studies are an important area of research as it is the influencer that represents what is socially acceptable. The problem discussed in this research is concerning the portrayal of women. If one walks on the street, watches TV, stand in a mall or do other things he/she will be able to see images of men and women. In movies, commercials and television series people see these images which may sub consciously or consciously affect them. As media, nowadays is a huge part of people's everyday life it one way or the other impacts the people's perceptions about the world and themselves. Images known or not affect people's lives and how identities are created. It is not right to believe that media does not influence people's way of how they perceive the world, themselves and the way of their thinking.

So, attempting to add to the literature the core idea of this study is to attempt to know how women are being portrayed in movies by using discourse analysis. It would be interesting to see the portrayal of women in movies today when there is fight for women's rights for equality is ongoing. The main purpose of the study is to add to literature by researching the depictions of female characters in movies.

Five famous movies which were repeatedly shown on television were selected due to time restraints. The reason these movies are a good choice is clear they are famous movies which are shown several times on television. Therefore, it is more probable that they are liked and viewed by a lot of people and consequently may have had a wide spread influence on our culture. Previous study in the field of media and gender studies argued that men and women are viewed differently. Women's portrayal in Pakistani Urdu movies would be reviewed.

The movies belong to categories drama, comedy and romance. The first movie Bachaana is a story of an Indian girl who is saved by a Pakistani man and meanwhile they fell in love. Jawani phir nahi ani is a comedy film featuring 4 men and their will to have fun and live their life as bachelor when they are married and have kids. Wrong number is a movie about a boy and his twin faced who is a rich guy and how the boy takes advantage of his rich twin faced. Karachi sy Lahore is also a comedy movie about friends who go on a road trip to stop their friend's girlfriend from getting married. Actor in law is a comedy movie featuring the social problems of Pakistan. All movies have drama and romance added to them.

People around the world use media products such as dramas, adds, movies etc. daily which have a deep impact on their lives and these products of media shape people's perceptions and ideas about economic, political, social and cultural issues. Films have added spice of messages that influences the viewers far and wide. Such messages add to the perceptions of the people and in accordance to the study perceptions about women. Women have struggled and have achieved a lot in all walks of life but their on-screen depiction is still stuck to the normative beliefs and patriarchal stereotypes to make gigantic profits.

These days' media in different forms is amongst the powerful and greatest forces which shapes the personal identity of people. The incredible influence of media also shapes how people perceive the outside world and themselves. If a person has never come out of his house, he would not have any idea about what is the meaning of experiencing the world. Viewing television would create such a vision which would help fill in the blanks not yet experienced by the person.

Media has the strength to use and misuse incredible strength in shaping of thinking patrons, idea or ideals. Society's mindset, attitude and approach can be negatively or positively impacted due to media. By watching an advertisement people learn about new goods, their



quality and need for use. Such advertisements can enforce the approaches of their producers on about what a viewer needs and why. An old lady may buy a new vacuum cleaner by calling at the number blinking at the screen just because the newer model has 3 more utilities even when she did not actually need one. Therefore, the advertisement decided for the lady what she needed and why.

Media can give incredible volume of information to people and communicate through movies, dramas and advertisements without scrutinizing the essentiality, practicality or suitability of information for the people. Information provided by the media is objective or healthy this should be reviewed by the people themselves because they are the responsible receivers.

The audiences include people of every age including children and teenagers. The young teenagers usually watch television programs that portray extreme sexualized or graphic violence. Disclosure to the violence in movies cannot be counted in TV violence but is a major contributor in triggering violent behaviour (Sargent, et al.2002, p. 451).

Violence to which are exposed due to media gradually desensitizes then towards the violence shown and makes it become normalized. Specially in case of children the demonstration on television shows, video games become the ideal and ultimate of an approach or behaviour for them and they will mimic it in the exact ways as of the characters of their favourite television shows and videogames and would relate to them. Similar is the case of portrayal of women the way they see women they will grow up believing the real world to be the same as portrayed in movies and television. All these grownups would become followers of the existent system and stereotypes would continue to prevail.

Ample studies present the statistics of movies television series, videogames and shows etc.... that how fast the media industry is proceeding in its modernity. Soon everything would become computerized and human beings behind the counters, in television shows, news etc. would be

hardly seen is forecasted by technologists. This surely seems a huge progression of 21<sup>st</sup> century but, it would snatch the ability to converse and relate to and understand other people. it would separate the individuals within an isolated society by the generation of self-centred islands and a materialistic and individualistic value system.

Media plays an enormous part in the creation of societal norms because of its various kinds like dramas, advertisements and film etc. are existent in almost everywhere in contemporary culture. For instance, gender roles propagated by media are existent merely because society overall decides to accept them. Audiences should be conscious of what is being offered to them by the media and be sure that they are not contributing to the culture of oppression.

Television is a universal form of media but it is to be sensibly examined by the audiences to scrutinize the content and programs they choose to view and be sure that they ethically support the viewed content.

Accommodating gender roles is not wrong for instance, if an individual like to be a housewife or stay at home mom it is right but it is personal preference it should not be a feeling of assertion or pressure by the norms and traditions of the society. The problem arises when the gender roles become oppressive by crossing the line. It's the responsibility of the society not to bat an eye if a young boy wants to be a teacher or a young lady wants to become a pilot. The job of the pilot is to fly the plane gender does not matter in any way here. If a man wants to cry he should be left to cry because men are human beings with feelings as well.

Even though the media is not portraying either gender without labels or stereotypes up till now but, a change in the knowledge of people about the prevalent situation would change perceptions of people framing a changed approach on societal level. Nevertheless, gender role are just roles which are unto an individual's choice whether to fulfil them.

### **1.1. Objectives of the Study:**

- To analyze how women are being portrayed in Pakistani movies.
- To assess whether women are being used as a beauty and dignity symbol.
- To find out whether the images of women in movies are close to our traditional and cultural values.
- To suggest policy recommendations.

### **1.2. Research Questions:**

- How electronic media is portraying women in Pakistani movies?
- Whether women are being stereotypically portrayed in movies?
- Are Women being excessively shown in the Pakistani movies?
- Have movies heightened glamour through eye-catching exhibition of Women?
- Are Women being casted as entertaining and charming component in movies?

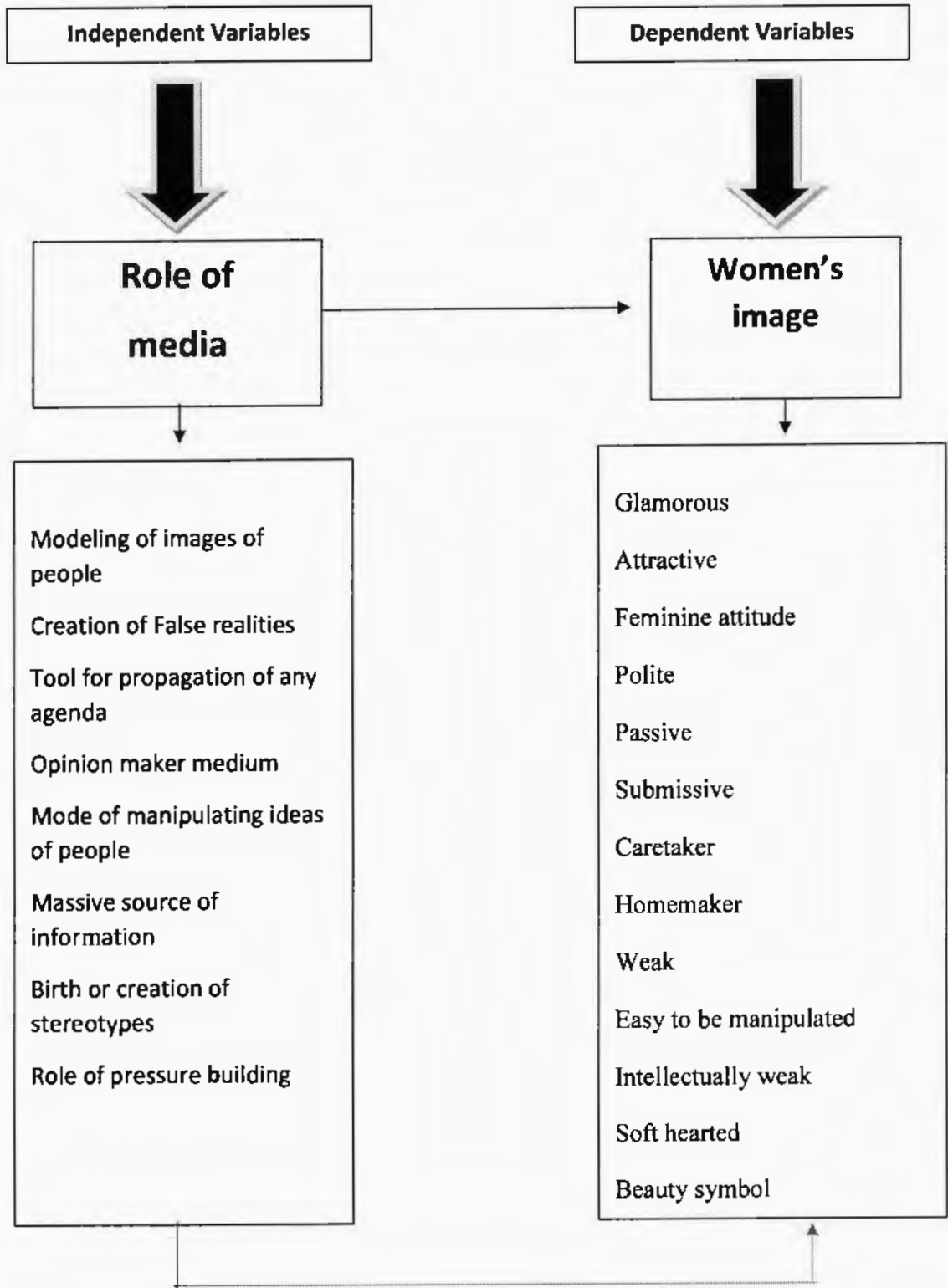
### **1.3. Statement of the Problem:**

Presentation of self has huge influence and impact on an individual's career. If media includes people into a labeling and stereotypical group which does not essentially depict them then that would be unfair. The present research aimed to explore the way in which women are being portrayed in Pakistani movies. Media is largely responsible for stereotypes both old and new that can immensely harm the image of women in society. The repeated viewing of content in different forms would cultivate beliefs of it being the reality. Which in result would be a harm for women, their confidence, their ability and other such problems which in return would become a cause of disturbance in the social order as females are more than half of the population and home makers.

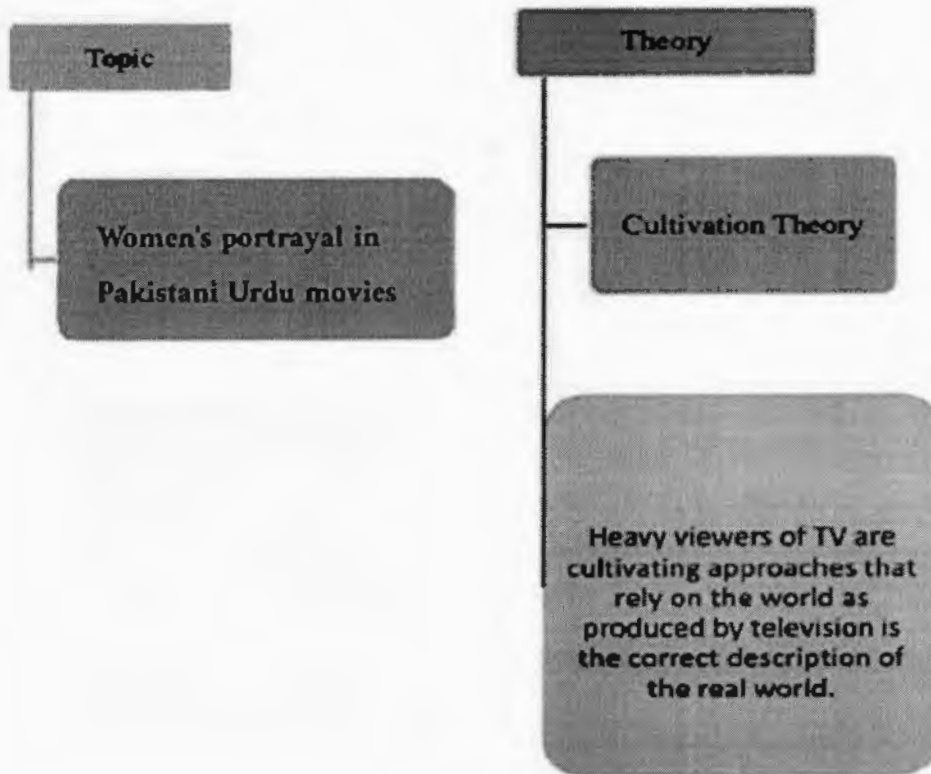
#### **1.4. Significance of the study:**

Impression is of great importance because people tend to evaluate, group and categorize other people straightaway through perception of first impression. Media forms impressions and images. The instant impressions that are formed unconsciously describe and include people into a group to comprehend how and who they are. Such impressions formed about women would impact them in every sphere of life. Knowledge about the portrayal of women in media would aid in formation of attitudes and approaches of people and society and would aid in amending policies appropriately bringing about a positive change in the society and attitudes of people. The awareness in people would help people understand that what is being shown by media is not necessarily the truth and this would relieve the women from extra burdens and pressures of society for becoming perfect and fit according to media's set standards.

# Conceptual Framework



## Theoretical framework



Cultivation theory developed by George Gerbner and Larry Gross in 1976 would be taken as theoretical framework for the study. The theory will be discussed in the review of literature and will also be inculcated in the findings of the study.

Cultivation theory inspects the effects television has. The key proposition of the theory describes that people would be more likely to accept and rely on what is being portrayed on television as true depiction of reality the more time they spend with the television. According to this the insights or views of the world are greatly influenced by the descriptions and ideological messages conveyed by the famous television media (Gerbner & Gross, 1976).

Cultivation theory proposes that contact with television over long run imperceptibly cultivates the perception of viewers about reality. Gerbner and Gross assert: "Television is a medium of the socialization of most people into standardized roles and behaviors. Its function is in a word, enculturation". While investigating cultivation Gerbner and Gross draw attention to three things publics, institutions and messages.

Early investigation of the theory founds that concern about the impact of television on viewers roots from the exceptional importance of television in American culture. Gerbner theorized television as a massive medium of communication. He associated the influence of television to that of religion. He stated that what television is to contemporary society is what religion used to be previous times. Gerbner's investigation focused to the larger meaning of television viewing then that of the sense behind particular messages.

Huge consumers of the television are thought as cultivating the approaches or attitudes believing the world created by television as real depiction of the world. Gerbner and Gross further propose that the extended viewing of television can encourage a certain perspective about violence in the world. Philosophers divide the effects of cultivation into 2 divergent levels. firstly, order is a general acceptance about the world and secondly order which are particular approaches like hate for law and order etc.

Cultivation theory proposes that the attitudes are cultivated on the basis of approaches already existing in society. What media does is it picks those preexistent attitudes of society and represent them in a different packaging to their viewers. A lot of the times the consumers of television are un aware of the degree to which they are absorbing media and keep considering themselves as moderate viewers.

Gerbner and Gross also suggest media and television enjoy a little but considerable influence on the approaches and attitudes of the society about their society. The ones who consume more

## **Chapter 2**

### **LITERATURE REVIEW**

#### **2.1. The concept of media**

Media is a fashionable word used in this age of globalization. Due to the informational revolution in the world the speedy spreading of the idea of contemporary type of globalization has become possible. It is largely acknowledged that media can play a significant role in endorsing and broadcasting of facts and information and can be significant role players for the economic and social development of the women. Hence media mostly mirrors the cultural limits, religious exhibitions, social classifications, political manipulations, educational criterions and the societal portrayal of any society.

Rosenau (2003) describes media as the label that is currently in trend for description of peoples, ideas actions, norms, goods, services and exchanges that are restricted to a specific geographical territory and its native and conventional rehearses. Media thus plays an important role in both challenging or continuing social norms and practices that disregard violence against women.

Brewer (2009) Media has an influence on the ideas of groups of people in a variety of ways, that affect the way of thinking of people about any other group. Per adoption theory long term social changes occur often due to the media when masses acquire a new conception about any issue or group of people. In contemporary world socialization process is influenced by media and it plays an important role in the process of socializing people by which people comprehend the world they live in by shaping the thoughts and perceptions. Behaviours portrayed by media per Modelling theory become the cause of adoption of new social behaviours by people through



imitating and observing what is being portrayed. Furthermore, the social expectations theory explains that the way social groups are being portrayed by media organizations people will learn social roles and norms through their exposure to the media's portrayal. These theories are vital to understand about the formation and of stereotypes as well as existence of social stereotypes in the society.

Shahwar (2013) holds that women remain extremely and gratuitously depicted in the movies. The outcomes of investigation disclose the common community opinion concerning the representation of women in the movies. The research showed that comparative to men's magazines women's magazines have ten and one-half times more articles and advertisements endorsing weight loss. Movies and Television advertisements emphasize and reinforce the prominence of a thin physique as a degree of a females' worth. Current information about the size of women portrayed above three-quarters of womanly characters in television are skinny and underweight leaving only one in twenty beyond average in size. Overly weighed artists were being likely to get negative remarks from male characters about their physiques. Disclosure to pictures of youthful, skinny, air-brushed womanly bodies are accompanying to depression, loss of self-worth and the increase of unhealthy eating behaviors in girls and women. About 20 years past an average model weighed 8% less than the average woman but these days' models weigh 23 % less than the average women.

The messages that the media refers to women about slimness, slimming by starving and attractiveness communicates average women that they are constantly in requirement of correction and that the female's figure is an item that needs to be improved to perfect. Abuse or exploitation emotionally is an action considered to regulate humans done by manipulation, compulsion or coercion, humiliation, fright, intimidation etc. portraying images of women that make them feel imperfect is a sort of emotional abuse.

Brewer's study chiefly discovers the stereotyping of women by society. Not solely media but in everyday life the stereotypes shape negative imageries and imprints about women. It does not matter how unreal a film may seem to be individuals will be impacted the portrayals they see in any movie. His study found that generally women were portrayed as overly feminine. In movies or in their remakes throughout the women were portrayed feminine but only the few cases where they had to defend themselves to survive. In slasher movies in the real movie and the remakes Brewer's study found women as being portrayed as nervous, fearful, jumpy and ones who called out for help and scream in fear. No matter what the women always continued to stay youthful, pretty and well groomed. Women were often tortured and brutalized as well as killed due to their sexuality. The portrayed message thus appeared to be that sexual women are bad and asexual women are good. This appears practically as ridiculous as the notion that violence can be enjoyable for women in movie. High exposure of youth to such messages or ideas is certainly problematic (Brewer, 2009).

Established norms and values present in media and all institutions of the society are the cause of continuous stereotyping of females in the society. The family mind sets and the self-perpetrated biases deject women from entering women in the field of media resulting in the depictions of women in the field of media continuing to reflect stereotypical attitudes that impair the construction of democratic and equivalent institutions in the society.

Rise in the number of females in the main industry did not directly affect their access to authority and decisive positions in the media organizations. Females are not able to impact mass media strategies (Gallagher, 2005).

The newspapers must remain neutral and impartial. Media is able of effortlessly changing the stereotypical representation of females. The dishonouring of females in mass media is due to few such individuals who are only concerned with accumulation of money through sensuous

commercials. Biasness in media is until there where the matter of gender discrimination is concerned (Huda & Ali, 2015).

Chiefly it is the responsibility of Administration of Pakistan besides males of all departments to affirm the safety of females for the growth and expansion of females in the industry of media. Their involvement is essential for the formation of positive image of females nationwide as well as worldwide. Females must be offered with chances and platforms to prove themselves to change the conventional portrayal by the media.

## **2.2. Depiction of females in Movies:**

In the way of globalization and modernization where the jurisdictional structures and governmental legislatives endeavour to liberate the side-lined women in social order it seems odd to see present day television series and movies broadcasting and portraying women more as models of lavish jewellery and costume.

Furthermore, the stereotypes of a mistreated wife, a bossy and authoritarian mother in law, vicious and nasty bonds within sister in laws etc. although can be a bit resembling to a specific part and reality of society which fail to be just in shifting and altering patrons of individuality within domestic circle. They become unsuccessful to limit occupational opportunities that are women now taking up. New approaches to life and changed lifestyles are being embraced but the certain deep rooted and entrenched ideas seem difficult to be swept away.

Pakistan's advertising in recent years has passed a notable alteration in the way which females are being represented. The way of illustration of women in marketing has varied with times reproducing the changes taking place in society. Marketing is amongst the main broadcasting medias that affect everyday life of people deliberately and unintentionally as well and is in the charge of playing a substantial role in modelling up of the social order in a much wider perspective. Females nowadays are no longer related to remain behind the walls of the kitchen

and their ambition to come out communicated society to think differently. Thus, marketing agencies cleverly used the changed process to launch their produce and commercialize it tactically.

The stereotypic representations of women by media give society an incorrect imprint about women or how they must be. People when see slasher movies or mass media in overall, they ponder in what way females are represented. Consequently, if females are repeatedly described and depicted correspondingly the stereotypes convert to the usual approach and stance about a group of a society leading to differentiation and undervaluing at work places, schools, homes and other such social setups.

It is not a must that every viewer would take the representations of females in slasher movies exactly as he/she views the movies but he involuntarily holds opinions about certain groups of people. Meaning that as the audiences view similar stereotypes depicted in several places may that be in television, movie, or print, at that time they begin to include such views into their actions to another group of individuals (Brewer, 2009).

Originating from Simone De Beauvoir's view of women as the other to man, woman-ness and sexuality have always been recognized as twofold opposition which catalogues variation between groups of people and such variances are socio-culturally influenced and diffused in methods which become the cause of a group's dominance and control over the other (Beauvoir, 1949).

The word soap opera was devised by American media in 1930s which symbolized amazingly famous category of episodic domestic radio dramas which by 1940 embodied a total of 90 percent of commercial sponsors of day time transmission hours. The word soap in soap opera made the commercial sponsors or producers get familiarized to goods that of household cleaning meanwhile opera recommended an oddness among the household concerns of the

serials broadcasted in the morning which were most eminent and dramatic forms (Cantor & Pingree, 1983).

Woman-ness and sexuality have always been fixed within the man constructed labels or stereotypes adopted and projected has been successful in keeping the second sex a domesticated and lower in status. Interestingly that could be noted in popular movies indorse, propagate and publicize same concepts that obstruct the way advancements in liberation and socio –cultural uplift.

The description of women and men in Indian magazine advertisements from wide-ranging magazines in 1987, 1990 and 1994 and the outcomes showed that though gender depictions in magazine advertisements has transformed over the age but women till now are represented in stereotypical ways (Das, 2000). As inspected manly and womanly stereotypes in Spanish magazine advertising during the last three decades of 20<sup>th</sup> century. The outcomes indicated that male and female representations have gone through noteworthy alterations in ending thirty years of 20<sup>th</sup> century however, gender stereotypes were still persistent (Vela, Manzano, Boluda, & Lopez, 2007).

Dwivedy, Patnaik, & Suar (2009) noted the part of women and men in India's famous women's, men's and common attention magazines between 2006-2007. Advertisements were the content to be examined to configure the role portrayal patrons of males and females in all three types of magazines. Research discovered that women and men were portrayed in customary roles. The magazines for males depicted females in a customary domesticated way whereas the female's and common interest magazines represented females in a comparatively modern manner.

Gallagher (1979) noted that media usually deals women in a way which can be termed as narrow. Females are hardly represented as influential, rational or conclusive. Basically, all

media imaging is a dichotomous theme that describes females as flawlessly virtuous or wicked, mother or a whore, conventional or modern, call girl or a virgin. Pervez (2008) examined that females are mostly shown on media in a narrow social setting of relationships.

“Women are negatively portrayed in mass media. opposes that the media usually undermine women’s positions and act to preserve the dominant values of society. Women are underrepresented in media about 3:1. Copeland (2009) noted “men were framed a closer perspective than were women.” Busby (1975) and Durkin (1985) noted that Males are more violent, Females are more often victims on television.

Females are negatively shown in mass media (Adnan, 1987). Fernandez (1992) supports that media usually undermines female’s positions and perform to secure the dominating standards of society. Females are underemphasized in media about three ratios one.

Men were the greatest and often identified recipients of anger as well as the 2<sup>nd</sup> most recurrently known creators of anger. Females on the other hand were occasionally seen as recipients of anger and were a little more probable to be creator of anger (Kalis & Neuendorf, 1989).

### **2.3. Global overview:**

Dutt (2014) initiates that although few categories depict females as influential, independent, agentive entities several still surrender to patriarchal constructs. Optimistic descriptions of females out of the adventure and action category are comparatively rare. Yet media has become far in its representations it still has a long way to go where women would be portrayed in a more realistic way. Forthcoming studies should emphasise on finding the mythologies contemporary movies convey in anticipations to produce improved cinematic depictions for females.

The well recorded past of Hollywood filmmaking has remained one lengthy evidence to the enormous influence of pictorial descriptions to arouse widespread emotive responses, certainly to reproduce and effect the course of societal change (Codell, 2007).

Movies have influence that is far outside pure entertainment. They can control the communal thoughts and impact the insights on critical subjects associated to gender, status or class, race etc. but, the degree to which the movies mirror actual world conditions are miserable mainly in respect to women. The roles of women in movies mirror and preserve the position and choices for females in contemporary society and they have an active share in making womanly role models (Kord & Krimmer, 2004) . Therefore, it is vital to inspect the ways in which females are portrayed on media for improved understanding of the philosophies they have.

It's hard to debate women's gender depictions without the philosopher Laura Mulvey's method to movie studies through feminist film and psychoanalytic theory. Mulvey discloses in what way a cinematic transcript transfers dominating and sexist beliefs via an active manly stare. She claims that Hollywood pictures use scopophilia sexual pleasure through watching to transfer via a patriarchal arrangement (Mulvey, 1999). Females are continuously seen and presented for the masculine viewer's pleasure (Mulvey, 1999). This is proved during uncountable movies where females are disgraced by enduring zooms of their curvy physiques and fitted attire which is all for the male stare. Men and women spectators look at this male stare meanwhile the camera is continually placed in such a manner. In this way females turn out to be the pictures of meaning than the creator of meaning (Mulvey, 1999).

Ladies' illustrations in the mass media are not just politically and economically repressed but, they are also representatively repressed a research directed by the University of Southern California examined the highest earning movies of 2009 authorises the statement. The research revealed that of the four thousand three hundred forty-two talking characters only 32 % percent

were women and the same percentage of about 2008's topmost 100 movies (Smith, Stacy, & Gall, 2010). There is a vibrant disparity in filmic gender classification with females taking a little over one-fourth of talking characters. Researchers Stacy Smith and her team alleged that Women are not only uncommon but are also labelled and sexualized in famous filmic content (Smith, Stacy, & Gall, 2010).

Females are more and more casted-off as pictorial decorations. There is a huge shortage of famous Hollywood movies that mirror females out of the man's world. In investigating in what way mass media products preserve patriarchal ideas. Kuhn strains the vitality of observing at how females' illustrations in movies are static and arbitrated by making them incapable to reproduce the actual social world (Kuhn, 1982).

Genre categories are gendered for several people. Cowboy movies, war films, spy movies, gangster movies action pictures, marital arts movies and road movies are masculine movie types whereas romantic comedy, romance and melodrama are feminine categories through a feminine character and feminine spectators (Schubart, 2007) . These exclusions infer that males have a tendency for fierce, hazardous, daring and violent movies while females like sentimental, melodramatic and passionate movies. Such inferences depict a lot about society and culture currently.

Individually these kinds have their individual creation for men and women roles. For instance, the character of the hero in earlier showbiz could be observed as the one with a distinct standard to meet the requirements as a manly or womanly hero generally branching from patriarchal stereotypes about females. Even yet the amount of hard woman central characters in action pictures rose in the recent past even then hopes for a woman hero are massively dissimilar (Ross & Bayerly, 2006).



The primary phase to be suitable as woman hero in a patriarchal world is to be youthful and good-looking. If not youthful then a woman should get a Botox for looking youthful. If not good-looking then woman should have silicone breasts that are supported by surgical procedure, false hair, make up not a single crease of aging on her beautiful face (Schubart, 2007).

This difference is vital since it displays the degree to which categories can underwrite to womanly depictions and normative beliefs that for females to be suitable as heroines they should be bodily flawless. A perfect instance of the super female heroine who broke male patriarchal beliefs is Xena the fighter princess which dates back above ten years. The thing that is striking about Xena as a heroine is her distinctively faulty role where she is dusky coloured self-centred, egoistic and cruel. Even if the story contends that her conquests are constantly upon malicious there is a vibrant ethical doubt in her dealing ways with the world (Ross & Bayerly, 2006).

Although Xena is a hard-hitting and self-regulating fighter who has more love for her stallion than to any guy who she kills. It cannot be denied that she is yet smart, beautiful, fit and attires small dress (Ross & Bayerly, 2006). This is what is greatest stimulating about woman cinematic illustrations both inside famous mainstream type movies and even non-advertised autonomous movies the dichotomy and inconsistency in womanly roles draughts. The heroine includes the trained womanliness of a female with the kick-ass boldness of an action hero (Ross & Bayerly, 2006).

Representations like such show diverse messages. It is constantly seen opposing sex depictions in movies which Rikke Schubart mentions to as in-betweenness. The word catches the double nature of the heroine made from conventional womanly qualities (loveliness, a sensual appearance, understanding) and manly qualities (violence, strength, ferocity). From a feminist

standpoint woman is a prey of patriarchy. As of a post-feminist viewpoint woman characterises women's agency (Schubart, 2007). Likewise, Elisabeth Krimmer and Susanne Kord's 2005 volume *Hollywood Divas, TV Heroines and Indie Queens* dialogs about in what way Hollywood pictures started to produce womanly roles that attracted to the housewives, mothers and the powerful women administrative to the conventional and feminist comparable (Kord & Krimmer, 2004). Thus, the opposing womanly representations which were intended to suggest somewhat to everybody.

Contemporary on-air females require to have it all and then some of the striking Amazonian butt kicker with the excessive ass snug in great daring spandex. This is the powerful female of business customer society. Females should be solid and angry yet attractive and sensual. But this supposed hard-hitting female is a demonstration to a still patriarchal society's self-contradictory replies to females' stresses for alike dealing (Ross & Bayerly, 2006). A dichotomy is displayed in usual womanly descriptions in Hollywood—reverence and revolt, prettiness and intelligence, influence and submission, sexuality and shyness, etc... so, all spectators rely to and adore to some degree.

Brewer (2009) thinks that the goal viewers for slasher movies is frequently the adolescent group who are yet establishing their own customs of thoughts about sexuality, maleness as opposed to femaleness and society in overall. Slasher movies appear to emphasise the impression that woman sexuality is awkward and problematic. Which could often result in the typical sexual stereotypes that categorizes sexually loose males as studs but, states sexually loose females' whores or sluts.

On the similar stretch, there are movies that getaway of the shell and give us anticipation and hope for a more genuine representation of womanly roles on the cinema. For instance, Jessica Willis's semiotic scrutiny of movie *Juno* puts significant emphasis on this subject. *Juno* is about

a youthful teenager who becomes pregnant in high school by her adolescent boyfriend. Juno indicates a developing traditional construction of girlhood that includes freedom and power. This depiction proposes a sight into Western concepts of early feminine sexuality (Willis, 2008).

Juno is unconventional, amusing, empowered, and undisturbed about her looks. She expresses her observance regardless of society's outlooks and makes her own choices. For instance, she chooses to select for adoption when she discovers that she is expecting irrespective of her boyfriend or her parents' desires. Her action symbolises a substantial evolution for feminine representations in movies. Juno characterises a pictorial description of a fresh evolving creations of females that challenge specific features of old-style womanliness and maleness (Willis, 2008). Juno surely makes a step ahead but not short of tightfitting to few normative standpoints. The movie's depiction of girlhood is yet complicatedly knotted to societal concepts of purity, goodness, and helplessness (Willis, 2008) in addition to the results of early sexual relationships.

Krimmer and Kord distressingly clarify that for each step ahead a movie takes on the way to a more optimistic representation of females they indisputably take double steps backwards. In majority pictures, emancipatory declarations and imaginings are unvaryingly conveyed and revoked by an overabundance of conservative messages (Kord & Krimmer, 2004).

However, Juno is unique of a little figure of movies that portrays females in a positive or at least contradictory to the normative way. It is an autonomous movie that does not have the distant and extensive spread like Hollywood's super hits. It cannot be said here that still there are not many conventional movies like *The Iron Lady* or *Bridesmaids* which high spot the power and character of women outdoor the patriarchal construction but such movies are some and far-off amongst. In actual it is probable that an in-depth investigation of such movies

possibly will expose normative gender mythologies. Despite everything, a super hit movie cannot be made to appear alike an ideology (Kord & Krimmer, 2004). It was in the fundamentals of this research to examine if any typical movies have such unpredicted representations comparable to that of Juno or if they all follow to patriarchal concepts.

Along with these positions US animator Alison Bechdel who endeavoured to find gender partiality in fictional work shaped the Bechdel Test. The examination had three enquiries Does the movie have as a minimum two females? Do they have conversation with each other? And if yes then is there discussion about something except the males? Per the online Bechdel Test counting in their record 55 percent get past all three enquiries (Bachdel, 2013).

However not entirely faultless the core of the examination appears to be operative since it supports people to understand that it is not sufficient to only have women roles extant in a movie but it is vital to provide them with autonomous activity and a separate situation that is present out of the masculine world. Just since a movie has several women roles it does not mean that such depictions are away from conventional imageries.

Johnston (2010) reflects females incline to be in more subordinate ranks than males and their characters are usually technical or secondary, they do not have the major or administrative characters inside any consultant position or parliamentary ranks. Moreover, movies and sequences display an extensive range of females in civic relations there is no variety but are all lone or separated, white and middle class. This mirrors the apprehensions stated in the works with the representations merely emphasising insights of the similarity of the occupation. The field is revealed where on one side is promotional media and occasion-based work and this usually concurs with females carrying out the responsibilities whereas on the other hand it is scheming, conspiratorial, manipulative and immoral. Where males are the highest level with females in secondary characters.

However, there are few optimistic illustrations of the media industry and its specialists these are in smaller numbers. Bad and inadequate labels of females in the career rule the screen portrayals and still roles may be appealing the method they depict the occupation is generally not.

The type has altered its representation of women roles to some extent. The females in the recreations have apparently turned out to be extra manly and hostile but only when situations provoke them to do so or else they usually return to the similar standard stereotypes represented during the original movies. It appears that even yet the media administrators tell depictions of females in movies have transformed in the last some years they in actual have not.

Several of the deep-rooted stereotypes yet exist along with numerous new-fangled stereotypes in contemporary slasher movies. Therefore, the mass media establishments have not come as far away as feminist movie criticisers would like to accept. They are simply presenting the same pictures to a fresh generation of slasher movie audiences in a little evident method (Brewer, 2009).

#### **2.4. Situation in Pakistan:**

Malik and Kiani (2012) reason that projection of females in Pakistani media not wholly optimistic. Females are still largely represented as a beauty object or in conventional characters. Nevertheless, there are noticeable signs of developments with growing figure of women in current affairs, newscasters, females are creating their owed rank in rational discourse.

Media is affected by the mass media strainers between which commercialism acts utmost significant character. Global media inclination of female portrayal cannot be thought as perfect. Females are showed as beauty instrument to appeal spectators. Optimistic media portrayal on media is reciprocally advantageous to equally female cause and media industry.

The outlook of females shown in the media appears to have transformed into better over the ages. The enlarged partaking of females in all fields of life, evolution and autonomy of the media mutually print and electronic has made alterations yet not abundant is being done. There is a lot of space for enhancement and progress as mass media yet inclines to depict females as objects or sufferers. Females are miss portrayed in the mass media and are omitted from top locations in media hierarchies.

The conclusions of investigation show that news information about females' problems and those concerning females need ultimate variations. Females are miss portrayed and a percentage of broadcast about them is slight and is partial and discriminating. This reporting attitude though may not be cautious but somewhat the outcome of firm notions and partialities being deep-rooted into society that has arisen to admit things without enquiring them. There is a requirement to teach reporters in order to intensify their consciousness and to upsurge their capacity to distinguish amongst sensible gender unbiased reportage contrasting to partial and gender oblivious commentary (Gallagher, 2005).

Women are objectified in all segments of the mass media. The manner in which they are treated and represented in the media field disclosures her to increased sexual harassment. As females are thought frailer than males it is not predicted of them to give a feedback in their favour. Not only are the troubled at their work but also in the entertainment industry. Their worsened depiction does not allow them to progress past the stereotypes and alter the bad image of females regardless of all her individual hard work (Huda & Ali, 2015).

Zia (2007) transcribed about *Media and Gender Pakistani Perspective* and worked with few essential queries of media portrayal. He emphasized that females in mass media houses are undersold and merely five percent of broadcaster community is females. Females are not merely less portrayed in authoritative ranks relatively in expert streak they are typically allotted

easy jobs like culture, art, fashion, females organisations etc. in our media females are portrayed in a conventional way. The features of soft hearted, naturalness, appeal and physique is what that describes the females portrayed in media. Additionally, media's depiction in Pakistan not gender sensitive subsequently there is lesser of attention towards females' problems.

The advent and progress of the feminist movement provoked significant attention from movie criticisers and movie historians of former and present-day descriptions of females in movies. Even though the works females have made to cinematography have been noticeably scanty from the recorded movie past. This phenomenon reproduces the growing involvement females are struggling to make in the cinema industry. Meanwhile movie production and the manners in which movie projects graphic linguistics are ruled by the encryptions made by Hollywood's explanations of females' part in film have focused mainly on US movie making (Ceulemans & Fauconnier, 1979).

Statistics exposed that during a 1/4 in Pakistan television main time plays women were mistreated by the men. The proportion of manly ferocious roles was higher than that of women ferocious characters. It was specified by the conclusions that lesser roles were seen included in ferocity and more roles continued to be sufferers. On the gender part of fierce roles in dramas it was discovered that the spouse, dad, mother of ascribed status was represented as ferocious while wives and daughters of the same status were represented as sufferers. In professional collections, the landowners and entrepreneurs and females of accomplished status were depicted as ferocious recurrently whereas women sufferers were represented as public or private employee of attained status in excessive proportion. The conclusion showed that women were comparatively more connected with service career than with any other job (Parvez & Roshan, 2010).

Ahmar (2015) regardless of long-lasting encouragement and efforts to sensitise media authorities, media products remained gender unfair with some female focused stories and females remaining to be depressingly labelled as frail and fearful sufferers with lesser consideration to the many women heroines in ordinary life. For becoming idols in the judgements of the media females must surpass in the men fields such as policymaking and entrepreneur.

The dialect in conventional media is usually gender biased particularly in the Urdu media. Moral violations are frequent in media reporting of lawbreaking broadcast with the name, image and other details of the target often emphasised regardless of recurrent notices as well as propagation of the gender sensitive code of morals. The media is noticeably lacking in safeguarding females' say, visibility and activity in reporting and programming.

The miss depiction of females' centrals to the supposition that any lady included in media is ethically immoral. This allows people to target and harass women. Such people are not only out but also inside of the media. At this point the employers and makers intimidate females to which discourages them even more. In print media, the broadcast concerning females in media is negative and of low standard (Huda & Ali, 2015).

Gallagher (2005) Gender understanding or consciousness requires to be emphasised in mass media strategies and plans. Some expectations and situations of females strengthen gender inequality. Females media experts or professionals remain to bearing gender created differentiation. The broadcasting organizations that females generally work for are obsessed by income and gender subjects are not understood as vital. Constant bad depictions and illustrations of females may be related to the absence of national media's codes of conduct and their operationalization.



The broadcasting in Pakistan is patriarchal with lesser females than males. As soon as welcomed in the media industry females are allotted 'soft' beats. Usually more females as well desire on table duty relative to field work to evade from late working hours and for the reason of safety and transportation linked issues.

Even though there have been occasional exemptions who dare to assert for 'hard' beats like issues and lawbreaking. Inside the mass media females are differentiated compared to in standings of being given chances to surpass they come across glass ceilings which is braked down by sticky floors. It could be experienced only by the non-appearance of females in journalistic panels at the policymaking points and other administrative levels of media enterprises. Unjust salaries for the equal volume of work is also a truth. Nevertheless, the conclusions of research show that the circumstances are getting better (Ahmar, 2015).

Optimistic portrayal of females via media was the chief examination argument of the enquiry. Detailed examination and broadcasting that is unusual to print media making that wide spread than other types for broadcasting of specific subject. Automated media or the electronic media reporting is unmatched in respect to its swift result on the viewers. Television, radio etc. link extensive remoteness among happenings and viewers within fraction of minutes. So, any matter demanding urgency in spreading can be greatest transported over electronic media (Zia, 2007).

In Pakistan, the ordinance of Pakistan Electronic Media Regulatory Authority specified regulations for media broadcasts and other operatives to confirm that all agcndas and commercials do not comprehend or boost offensiveness, vulgarity or other produces that are attacking the generally recognized values or ethics. This regulation insistently clarified that any production pointing sacredness of family, domestic and matrimonial to be forbidden. Likewise, any commercials comprising message which is objectionable to Islamic principles.

Consequently, it is must per this code of conduct for publicists or makers to plan their productions in such a way that they abide to the Constitution and regulations of the country. The productions should not be attacking to ethics, graciousness and sacred believes of any sect of the country. Based on the rules made under the constitution of Pakistan there are some powers that are accountable for taking care and keeping an eye on media portrayals in the country. In addition to government maintained organisations there are few self-governing enterprises formed by the reporters also. Like the mentioned role of the association the executive is accountable for enabling and controlling the formation and action of all transmission media and circulation facilities in Pakistan. PEMRA provides the authorisation accustomed with firm code of conscience so accordingly any media channel is legally responsible to get its license cancelled in an instance of defilement of the code of ethics in its broadcast (Malik, 2009).

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Dickey (2006) exposed that females' representations are not perfect even in the advanced nations. Females are depicted as sex objects. They are presented in a flawless and appealing way to be viewed by males' gaze. Their role is to retail the creation so their appearances are most significant than them being humans. Pictures of females are fixated on their physiques while photographs of males are zoomed most on their faces and expressions. Females are generally publicised in relaxation attire in commercials and males are regularly publicized in work attire. In morning soap plays broadcasted on America Plus and Star World roles are shown in a conventional method.

Mass media has a prominent part in contemporary social setup to perform as an incentive of transformation. Its influence on the common people cannot be avoided the investigation authenticated the concept that media performs a significant part and leaves an undying imprint in every single arena of life. Media is an active mean to broadcast any philosophy so in viewpoint of gender illustration mass media could perform an important part. Females

depiction in media and their portrayal by media is a signal of the societal and traditional customs any community follows. Subsequently the electronic media's flourishing in Pakistan involvement of females in media industry is on upsurge and the media is progressively fetching a capable occupational option for females in Pakistan (Malik & Kiani, 2012).

The investigation undoubtedly points towards the gender discrimination and its dominance in equally movie and TV intended towards adolescents. The consequences the inquiries disclosed are that considerable work is required to be done to accomplish gender equivalence and better representation in movie (Cook & Smith, 2008).

## Chapter 3

### RESEARCH METHODOLOGY

#### 3.1. Research design:

In consideration with the objectives, need and nature of current research Qualitative research design was followed. Qualitative research is used to gain an understanding of underlying reasons, opinions, and motivations. It provides insights into the problem or helps to develop ideas or hypotheses for potential quantitative research. Qualitative Research is also used to uncover trends in thought and opinions, and dive deeper into the problem. Qualitative data collection methods vary using unstructured or semi-structured techniques.

#### 3.2. Universe of the study:

The universe comprises of all those essentials elements of investigation that meet the requirements for included in the investigation. The specific description of the universe for a certain research is established by the research questions which lay down what and who is needs to be examined. The universe could be persons, sets of individuals, establishments or they can even be things. For instance, investigation on votes in a forthcoming selection would have a universe containing all those who will vote. If the study is regarding Pakistani dramas, then all dramas aired on Pakistani channels would be the universe. The universe of the current study included Pakistani media's aired Pakistani Urdu movies shown on television channels for research.

#### 3.3. Sampling:

Sampling or selection of sample is the procedure to choose components or elements (e.g., individuals, establishments) from the population of such elements that are of interest or are

concerned with the study. So, by investigating the sample or testers would justly generalize the outcomes back to the population from which they were selected. The sample size in qualitative research is typically small and sample selected to fulfill the given quota. Electronic media primarily the television is the common broadcaster for both educated and uneducated people thus sample was also selected from Pakistani Urdu movies aired on Pakistani TV channels. Purposive sampling can also be identified as selective or subjective sampling which is a kind of non-probability sampling method. Purposive sampling technique was used for the choice of sample of movies. The sample consisted of 5 famous Pakistani Urdu movies. The movies taken as sample for analysis purpose included Karachi Sy Lahore, Bachaana, Jawani Phir Nahi Ani, Wrong Number and Actor in Law.

#### **3.4. Analysis of data:**

Examination of data, facts, figures etc. is a method of reviewing, scrutinizing, examining, and displaying data with the purpose of learning valuable material, data, evidence for drawing outcomes and for backup of deciding a verdict. Discourse analysis is a general term for several approaches to analyze written, vocal, or sign language use, or any significant semiotic event. The objects of discourse analysis (discourse, writing, conversation, communicative event) are variously defined in terms of coherent sequences of sentences, propositions, speech, or turns-at-talk. Discourse analysis aims at revealing socio-psychological characteristics of a person/persons rather than text structure. Discourse analysis method was used to validate about the representation of females in the Pakistani movies which were aired on television were treated as the content to analyze and to reach conclusions and to answer the research questions. The characters' women performed the dialect spoken, their treatment and handling, attire they wore and the type of role given the lexical structure were the key emphasis.

## Chapter 4

### DATA ANALYSIS AND DISCUSSION

The way in which a person is portrayed is important as it affects the way how individuals see gender and themselves. Discourse analysis of films and how women are being portrayed in them is significant for analysing society 's broader view about gender and women. Though, movies are fictional but if it is thought about individual would perhaps agree with the fact that movies do affect the way of thinking, dressing or acting in situations this is because films are generally based on a society's view of reality. Movies that were selected for analysis are 'Karachi say Lahore' (KSL), 'Jawaani phir nahi aani'(JPNA), 'Bachaana'(B), 'Actor in law' (AIL) and 'Wrong number'(WN). The analysis is conducted using discourse analysis that requires the interpretation of texts within the contexts. It was done this by watching the films and by the transcription of relevant parts of dialogues and scenes which showed women's portrayal relevant to the conceptual framework of the study. The analysis was started by the story line of the selected movies, the attributes of the lead female characters, attributes of female characters other than the lead actresses, proximity to the traditional and social values.

#### 4.1. Story line of movies

##### **Karachi sy Lahore:**

Karachi sy Lahore is a movie featuring the story of Zaheem the lead actor whose girlfriend (Ayesha) ditched him and goes to Lahore to get married to her Canadian based rich cousin leaving Zaheem. Zaheem plans to go to Lahore from Karachi to stop Ayesha from getting married and to convince her to marry him. Karachi to Lahore is a long-distanced journey and due to strike of aviation all flights were cancelled so he decides to go to Lahore by road with his friends. He requests his neighbour Maryam to give her father's beloved jeep named as jeepu

for the reason. Maryam agrees on condition that she and her younger brother would accompany them in the journey from Karachi to Lahore. Maryam her brother, Zaheem and his two friends leave for the journey and during the journey they face problems and have fun as well. During this journey, Maryam falls in love with Zaheem and then after coming over the hindrances they reach Lahore on the wedding day of Ayesha where she is dressed up as a bride and the wedding celebrations have already started. When Zaheem reaches the wedding, and talks to Ayesha he there realizes that he does not love her but he is in love with Maryam. Disheartened Maryam does not have the courage to see him proposing Ayesha leaves the wedding venue and goes to a quiet place where Zaheem reaches searching for her proposing her and she accepts the proposal.

**Bachaana:**

Bachaana is the story of an Indian Muslim girl Aalia who got married and went to Mauritius with her husband Jahangir. Aalia's husband is a bad guy he has business of smuggling narcotics through girls after marrying them. Aalia meets Vicky at the airport who is a Pakistani taxi driver. Jahangir and Aalia use Vicky's taxi to reach their hotel and Vicky gives Aalia his card for contact in case they were interested in city tour. Some people come and take Jahangir away from hotel and later he calls Aalia and asks her to leave for airport in the taxi outside. Panicked Aalia packs up and leaves in the taxi for airport where in bathroom she found that the bag she was carrying was just as her but it was not her and has drugs in it. The bag was changed by Jahangir's sent taxi driver. Afraid Aalia could not figure what to do and she comes out of the bathroom and tries to go out of the airport where she is stopped by a strange man and she starts running there she finds Vicky's taxi and sits in it and asks for a city tour. During the tour, she tells Vicky about what had happened meanwhile Jahangir and his men search for Aalia and there are scenes of fight and run and chase. Vicky helps Aalia reach airport by saving her meanwhile they share moments and chats and finally fall in love with each other.

**Actor in Law:**

Actor in law is the story of a Shaan Mirza who wants to become an actor which is disapproved by his father. He tries hard but could not get any good role in any movies. He was disappointed and one day he came across a man and he went to the court pretending to be a lawyer and won the case using his acting skills which became the cause of his fame throughout the country. He won cases after that case was shown on media by a girl Meena. His fame increased day by day and he became good friend with Meena. During this a jealous friend of Shaan who wanted money from him but was angry on refusal went to a wicked anchor person telling him that Shaan Mirza was not a lawyer but an actor. This news spread swiftly and Shaan was arrested. His father who was angry on Shaan saw a video made by Meena which went viral on social media got convinced that whatever Shaan did was for good reason and when nobody wanted to become his lawyer his father decided to become his lawyer and won the case. Later Shaan married Meena.

**Wrong Number:**

Wrong number revolves around Sallu and his twin faced Shehryar. Sallu wants to join showbiz whereas Shehryar is the grandson of a big business man and has come to Pakistan to take over grandfather's business. Sallu was fed up of his life style and wanted change because his father wanted him to either join some govt. job or join his father in his family business that is become a butcher. Haji Abba the father of Sallu is a strict father and Sallu lives in a small house filled with a lot of people including his mother, father, brothers, their wives and their children. Laila is Sallu's neighbour and she has a thing for Sallu whereas Sallu does not like Laila. Haji Abba announces Sallu's nikkah to be held with Laila after two days when Sallu decides that he will run away from house and he plotted that he will run away on the day his twin faced Shehryar reaches Pakistan and Haji Abba and his family would catch him instead. Sallu succeeds in his



plan and Shehryar reaches Sallu's house whereas Sallu goes to Shahryar's office. There Shehryar falls for Laila as she treats him as Sallu his fiancé and on the other hand Sallu falls in love with Shahryar's secretary Haya. Meanwhile a group of goons is in search for Shehryar so that they can kidnap him and ask for ransom. Goons get divided into two groups one kidnaps Shahryar and Laila and the other kidnaps Haya and Sallu thinking of kidnaping Shahryar. Haji Abba and Shahryar's grandfather come looking for them and police arrests the goons and Sallu and Shahryar return to their places where Laila after knowing that Shahryar was in the house agrees to marry him and Haya agrees for Sallu.

### **Jawani phir nahi ani:**

Jawani phir nahi ani features three best friends Sheikh, Saif and Pervez who are settled in married life but they are afraid from their wives. Sherry is also their friend who is a divorce lawyer. Sherry comes to Pakistan from U.S. to meet his 3 friends. In Pakistan, he finds that Saif, Sheikh and Pervez have miserable marriages. Sherry tries to please the wives of his friend happy by taking them to shopping and spa just to have his friends allowed by wives to send Saif, Sheikh and Pervez to K.P.K for his treatment. He had planned to take three of them on a guys' trip to Thailand to add pleasure to lives of his friends. In Thailand Sherry happens to meet Marina the daughter of a Don named Bichi. Marina falls in love with Sherry and when he gets to know about Marina's father's occupation Sherry chooses to shorten their trip to go away from Marina. The friends when get busted for their secret escape the wives show up in Thailand to visit them at the hotel they were staying. Sherry refuses that it was his plan and leaves his friends there where Pervez attempts suicide by jumping off the roof top of the hotel but gets safe as he landed in a swimming pool. Sherry places the blame on his friends by telling their wives that the trip was their idea and not his. After some time the three friends get to know that Sherry is getting married to Zoya to the daughter of a billionaire in Lahore. Zoya is the typical riche girl who speaks with a strong English accent. She likes to spend money carelessly whereas

her mother seems to be worried about Zoya's attitude. When the trio of friends reaches Sherry's wedding venue Sherry tells them not to let Zoya and her family know about him and Marina. Bichi Don reaches Sherry's wedding venue too as an Arab named Ya Sheikh as an invitee of Mehboob Khan Zoya's father Sherry tells a lie to everyone saying that Saif's nickname is also Sherry. In this way neither Mehboob Khan nor Ya Sheikh get to know which sherry they are talking about. 2 days before Sherry's wedding with Zoya Marina reaches in Lahore. Sherry plays a trick with Ya Sheikh so that he could reject Sherry and Marina's wedding. Sherry acts of being homosexual. As per the expectation Ya Sheikh Castoffs Sherry's wedding with Marina and leaves Lahore. All four of them feel calmed after resolving the circumstances but get a big shock to Ya Sheikh and Marina back in Lahore on the wedding day. Mehboob Khan and Ya Sheikh jump into fight which results in both refusing Sherry as their son-in-law. Movie ends up after three of them patch up with their wives and Sherry decides to Marry Marina.

#### **4.2. Attributes of Lead actresses**

##### **Karachi sy Lahore:**

In Karachi sy Lahore the lead was played by Maryam. Maryam was shown as a responsible girl who takes care of her brother and father and wears traditional dress until the interval of the movie. She is a girl good at doing household chores and could be seen making food, doing savings and calculations, buying grocery etc. She is a fair and smart girl with beautiful features. She is also very brave and was shown easily getting rid of goons who tried to snatch her bag. She loves her family and is attached to memories of her late mother and fights for a photo of her mother when it falls from the wall into the aquarium. Maryam is a traditional girl good at household stuff. In the other half of the movies when she was on a road trip she dressed up modern showing her smart body curves, her hair perfectly straight and set hair and makeup like a model. She is a very good daughter and like good daughters she does not doubt her father's

activities and this sensible lady becomes a fool when she is listening to her father. This traditional girl is not just a good daughter, sister, beautiful lady, a good driver but also a brilliant dance performer and an actress in the time of need. She is a caring person and becomes angry when Zaheem and his friends started a quarrel she was the one to stop them from fighting and making them calm down by going to each of them individually. Maryam is an emotional girl with a very good heart. During the journey, she falls in love with Zaheem but keeps helping him reach his love by hurting herself seeing all what was going on. When Zaheem reached Ayesha, Maryam silently leaves and cries in isolation without even telling anyone about her feelings.

**Actor in law:**

Meena plays the lead role in Actor in law who is a Parsee girl. She is a slim, fair and beautiful girl. She is confident and blunt. Meena is a news reporter and her personality is fit for her profession. She gets into fights easily because she loses her temper whenever she sees anything wrong. She likes changes in the norms of the society and is pissed off if she is forced to do something she does not want to do. Her dresses were modern and her approach was also modern. Most of the people do not like her because she is blunt and bold and does not want to abide by the customary norms of the society.

**Wrong number:**

Wrong number features Laila a bubbly girl as the main actress who is very pretty, fair and slim girl perfectly in shape. She is a beautiful girl who is very talkative and wears salwar kameez which is modernly stitched. Her curled hair bangs are perfect as of a model on ramp. She wears attractive and exposing cuts and colours and is always spot on in dressing, jewellery and presentation. She is a traditional yet bold girl. She is jolly and happening. She is sensitive as

well and shy when somebody talks about her wedding. She like adventures and is perfect for being a good Bahu for the family shown in the movie.

### **Bachaana:**

Aalia in Bachaana is a talkative girl. She is innocent, shy and not very sensible. She is tall and slim with beautiful hair. She is not very clever and confident instead she fears things and lie in troublesome situations. She falls in dangers and make Vicky fall in danger too. Aalia was good runner and topper at her school. She gets excited for small things. She is caring and kind and knows the value of money as she belongs to a poor family. She wears traditional dresses.

### **Jawani phir nahi ani:**

Jawani phir nahi ani features four actresses in lead role. All the females in this movie belonged to financially settles backgrounds. Lubna was a working lady having all the characteristics of a model from height to physique, fair complexion, modern dressing, way of carrying and talking. She is sensitive and hardworking loves her husband and family but remains very busy due to office work. Kubra is the daughter of a big producer and has got all that money, attitude, looks, dominance, physique, complexion, boldness and what not. She is dominating and bossy. She is a proud lady. Gul is a pathan girl who is traditional and innocent. At the same time, she is an angry soul for her husband and walks with gun on her shoulder when husband did not come on time when they had to go for a family dinner. She is also beautiful, innocent, fair, slim and smart. She is also bold and caring. She is sensitive as well. Marina is a modernly brought up girl. She wears western dresses and looks like a model from hair to height, physique to complexion, dressing to attitude. She is bold and blunt and is aggressive. She has a carefree attitude.

### **Discussion:**

Although all the characters seem very different but there are some things which were common in majority such as physical fitness, complexion and beauty which means it is believed that a heroine is a lady who is supposed to be beautiful at first and then rest of the qualities come. The portrayal of women who were confident is a good change but while portraying women as bold and confident the overall image is not good. Either people are afraid of that girl or are making fun of her. For instance, Meena is a bold girl when she fights with the guy staring at her on bus stop people in surrounding are laughing at her and making fun and videos which portrays boldness as something negative. Girls would fear fighting for their right by seeing this that people will make fun of her and she would not be considered decent girl which is a requirement for being an acceptable girl in our society.

On the other hand, in *Jawani phir nahi ani* it was seen that the husbands feared their wives when they were angry and they were fed up of them because they found their wives dry in nature and wanted to have extra marital affairs for fun and love. This again where gives women courage to be confident and stand for themselves also tells them about the consequence of being that way is that their men would lose interest in them and they would look for other women. Beauty is made a must for a girl to be on top or for becoming wanted a girl should be in a good shape and she should be fair and beautiful. Use of words like '*Naswaaniat sy bharpoor larki hai*' meaning a girl full of femininity. By saying so it is conveyed that a girl should be girly and feminine for being acceptable and loveable. Girls are always shown conscious about their looks where they apply face masks, go to saloons, take care of their skin which pressurizes them what they should be doing more and more by having taken care by going to parlours, following a good skin care routine and do whatever it takes to look good girls should do it and this would help them get a good husband or boyfriend. Only good-looking women are loved and they are worth the attention and love. Selection of actresses who are slim, fair, modernly dressed and look like a model portray a false image of women because in general not all women can and

will look the same at on work or homes and majority households would not allow them such a dressing. Girls argue with middle class and lower social and economic status guys but become sweet and silent in front of well off men is also a stigma attached to women showing them as selfish and greedy. Men meanwhile are portrayed showing more regard for their car then the dead wife who was also the mother of his two children. If this the way women would be given respect, then children with innocent minds would automatically learn such things and would not find anything wrong in doing the same.

A good thing portrayed is the women in some cases are shown as confident and having courage to fight back to bad guys. Young girls who are also educated are overly conscious about their beauty and are bossy and stubborn. Use of words like '*banda karay bhi tou kia karay larki cheez hi aisi hai*' calling a woman cheez which means thing is not respectful. This mentality prevails in society and girls are treated as commodity and by showing such things on media people are being taught unconsciously to accept what is happening is okay and there is not a need to change.

Girls are portrayed again and again as soft hearted and comments by girl '*bichara kitna ro raha hai*' and the girl went to the guy to console him whereas the man in the scene kept standing concluding that women should always do such things because they are meant to be soft hearted and caring and this becomes a standard to become a good woman and those who do not follow this are not considered as good. Girls are usually shown as talkative and stupid and they need to be taken care of otherwise they can harm themselves due to their stupidity. Girls can trust anyone if they are talked sweetly.

Throughout the movie, a man was protecting the girl. Girls tend to become jealous easily when it comes to their man because they are very possessive. Girls when in need emotionally blackmail to their work done.

Women are portrayed as caring and considerate the use of dialogues such as '*meri teen choti behnain hain*' shows the concern and thought heroine had for her sisters when she was in trouble she was thinking about them. Such a portrayal may cause such expectations from every woman which is wrong.

### **4.3. Attributes of women in the movies other than lead characters**

#### **Jawani phir nahi ani:**

Zoya's mom in *Jawani phir nahi ani* was an old lady who was wife of a billionaire and could be seen in stylish outfits and haircut. She in her whole part was set and presentable. She tried her best to speak English and behave classy but her Punjabi background used to come in between again and again. She was a sensible, suspicious and funny character. She remained worried for Zoya due to her careless attitude and her love for wasting her father's money. Zoya's mother was a lady who liked to save more and consume sensibly. Sherry's mother shown in a scene of his childhood was a helpless housewife who could not do anything when her husband made her go out of house with her little boy due to second marriage of husband. The lady lawyer in the movie was a very aggressive lady who hated men for being men. She was bold blunt and authoritative in her speech. She had no contact with her husband since long time due to her hatred towards men. Appearance wise she was also a slim and smart fair lady. A girl whom Saif named as charity due to fear of his wife Kubra was a struggling girl who was also fair, slim and beautiful and was ready to do anything for success. She had affair with Saif and knowing that he was married and was asking him for a chance in movie. Zoya an important and prominent character was exactly what a carefree rich kid of a billionaire could be. She enjoyed wasting her father's money carelessly. She had an American accent and was concerned about her beauty and dressing and took selfies in every situation. She dressed in a modern and classy way. She was confident and blunt with stubbornness for her desires.

**Wrong number:**

Wrong number had a rich script full of women in the movie. Haya an important character the secretary of Shahryar was an educated and modern girl. She was a working lady and dressed professionally and modernly in the movie. She was shown as an innocent and confused girl who is an obedient and hardworking girl. She is usually confused. She even though is employed and educated still acts silly in situations and is not interested in taking her own decisions like marriage. At one point, she told her grandfather that she will marry anyone whom they select for her just tell her half an hour before wedding she will get dressed up and come to the wedding. Haya has a sister who is aged and still unmarried and his grandfather claims the reason for her not getting married is that she choosy before saying yes for the proposals. Haya's mother and sister both were shown doing household work cutting vegetables and doing the dishes. Sallu's mother was shown as typical mother who started crying and begging every time Haji Abba was about to beat Sallu. She is a lady always seen crying and is helpless in front of her husband. Sallu's bhabi's are shown as typical housewives always taking care of children, cooking or washing unaware of what is going on in house and have no say in homely matters.

**Bachaana:**

Bachaana features only one lady which is the lead actress and the whole story revolves around Aalia and Vicky and mostly they are in a chase and run situation so women other characters were almost absent.

**Actor in law:**

Mother of Shaan in actor in law was also a helpless mother who could not say a word in front of husband when he beats or scolds his children. She is afraid of husband and is a worried mother who remains silent in such situation and when the father leaves she caresses her son and offers food to the angry son and tries to ease him. Shaan's sister is also shown as a girl



always doing household chores or supporting her brother or being obedient to her father. She is seen in almost every scene moping the floor, cooking or doing such work. Meena's mother is an old lady shown doing household tasks because and supporting and caring for Meena in different situations. Meena's friend is an educated working lady but is shy and afraid of her father, family and society. She said in a scene that '*bari mushkil sy job ki permission mili hai court jany ka pata laga tou abu taangain tor dain gay meri*' where she was telling that she had faced difficulty in getting permission for job and if she goes to court for being a witness her father would get mad and break her legs.

Ayesha the girlfriend of Zaheem is a proud and bold girl. She is modern and selfish. She loves herself and is conscious about her beauty. She wants to live a luxurious life that's why she wants to get married to a rich man who is her Canadian based cousin. She is fair, pretty, slim and smart. She is shown as clever, rude and heartless. Another prominent character is of Khushi who is dancer and is the girlfriend of Maryam's father. She is a bold and blunt lady with a slim but curvy body and she dresses in an exposing way to attract people.

### **Discussion:**

Overall the characters other than lead are either wicked females who are modern, sexy, proud and selfish or they are women who do not care about their dressing and appearance who live for working and for their family. They are always busy nurturing or doing household chores they do not take care of themselves and their appearance and they have no say in any matters they just obey. Portraying such extremes is not fair because repeated viewing of such things would result in people attaching stigmas with the appearances such as women who are housewives or non-working or traditionally dressed who do not pay want to pay attention to dressing are typical, powerless and lack confident and say. Contrary to this who are well dressed and working are not necessarily proud, greedy, self-cantered, authoritative or

rebellious. Our society is made up of various classes and sub cultures and every class and culture have their own attribute. Attaching identity by visual perception would not be fair and may be disturbing.

Another point to ponder is women who are not fair, pretty, slim, beautiful and do not have all in one characteristics cannot be considered perfect for being on the top. Top roles in media or job sector or even favourite teacher or student are those who are beautiful, intelligent, always smiling and positive who do not get angry or face problems which is for sure not possible for a normal human being to be all at the same time.

Married females who have children and belong to lower class background are not shown as well dressed or maintained rather they are rude and rebellious who are always grumpy. Words used also show enforce things on women and its expected from them to do the same for instance words like '*Maryam ki waalida ki wafaat k bad Maryam nay apnay bhai ko baray pyaar sy paala*' enforcing the role of a girl to be motherly and of a good caretaker. Girl standing on the street on a stall of vegetables is dressed in a way that usual women would not be able to look like if they have to go regularly for grocery and other tasks in hot and humid weather in public transport.

Mothers and elderly women have the job to worry about everyone and everything including household chores to taking care of family, children, husband etc. aged males on the other hand are dominating and the heads of their families and no one can say a word in front of them due to their fear of their anger and their respect due to their age and being the earning hand even if they are wrong. Fathers are aggressive and it's the job of the mothers, sisters and females of the house to go to son or whosoever has been scolded or affected by the rage of the head of family.

Mothers and sisters will go to the male members especially and politely talk to them and try to comfort them and convince them to drink and eat and do not get saddened. When father scolded the son first mother came to comfort him later the sister came into the scene and did a good job in cheering up her brother with her thoughts of wisdom. Here two different portrayals are shown that on one hand women are weak and stupid creatures who do not speak a single word and are busy in household tasks but when it comes to heling their family in the time of need the time of need that stupid girl who was silently doing cleaning around the house throughout becomcs and intellectual, courageous and gives the best advice. How can a woman be so silent and dumb at one part and courageous and wise on the other hand. A girl would get ready to do anything for brother or father. Sisters are shown cleaning the house and brother sleeping and when brothers friend arrives she is the one responsible to treat the guest with hospitality and cook and serve the food to the guests.

Ordinary middle-class women are shown as having no will of their own but only doing household chores day to night. A modest girl should beware of people watching her and use of comment '*kia kr rahi ho sb daikh rahay hain*' show that its inappropriate for a girl to fight for her honour and right if she does people would watch her with amusement and would not respect her. If a woman tries to stand up for her right people start to ridicule her and nobody stands for her or by her side. People tend to think as if the girl is immodest. Portrayals like such can have far reaching effects of both types firstly it may help in changing the mentality of the people or otherwise it may act as a deterrence for other females who if they want to stand for themselves would have to face criticism and would be treated the same way.

Women of the house either stay silent or beg and cry for saying what they want to say in front of the male who is the head of the house. This shows what powers and status general women enjoy in the households. Dialogue stating '*biwi ho biwi ban kr raho choro mera hath*' meaning wife should act like a wife and leave his hand imposing that women and wives do not have the

right to stop the man from doing anything wrong because she is a wife and wives do not disobey their husbands. She can only cry, beg and pray to God for betterment of the situation and good mothers pray for children and family. Women should only be doing household chores and taking care because they are senseless and in every situation, they need to seek the advice of men. The situation shown in the scene of movie in house was mother sat on the floor begging and crying for mercy on son who had ran away from house and other women in the house were either busy with taking care of kids or cooking and cleaning of house which shows the limited circle women have. Too many women in the house and all the women in the house taking care of children, washing, cooking etc. in short it seems the only thing women do is housekeeping and nurturing.

A girl likes a boy and tries to attract him is being asked by the boy *'tmhain sharam nai ati larki ho kr aisi harakatain krty hoay'* showing that it is shameful for a girl to like a boy whereas such sentence is never said for a boy that he should be ashamed of doing it because he is a boy. Even though girls cook, wash, nurture, take care, comfort and do everything for members of family still the son is considered the hope and support of old life. If a girl gives her opinion about anything or speaks her mind she is not considered a well-mannered woman.

Grandfather tells the grand daughter in one scene that you argue a lot that is why she is getting old sitting at home and is unmarried. The best granddaughter was the one who said what do I have to do with the boy if my family is satisfied with the guy tell me half an hour before the marriage and I will dress up and get ready for it. Such a girl is called good girl because she has no say of her own. Repeatedly women portrayed as housekeepers in another scene mother is cooking food and elder sister is sitting cutting vegetables. Actresses and ladies from upper class are beautiful and arrogant and they have nothing to do with home and homely tasks they are just interested about their health and beauty.

Girl with curled bangs, sleeveless short and fitted shirt are not real portrayals because in real life situations ordinary girls are not like that. Such things just pressurise girls to become modernly dressed up and fashionable. Mother begs to her son to eat his dinner. Father has tied his son in chains so he cannot run away portraying the nature of male and female causing many to believe it as the truth. Girls are greedy this is because Haya easily broke her engagement to get married to the rich boss's grandson who she was thinking was a millionaire. Girls anger is temporary and they can be easily convinced for instance Laila loved Sallu but spent time with his twin faced thinking of him as Sallu after knowing the reality she did not even take a minute to say yes when twin faced proposed her otherwise she loved Sallu from her childhood. Things like such are unreal pictures of the society and any woman.

#### **4.4. Excessive portrayal**

Women were excessively portrayed in the movies for heightened glamour by eye catching exhibition. This is usually done to attract audience and increase their interest in the movie. Characters like Khushi, Haya, Laila, Zoya and Meena are the examples of addition of women for interest, heightening of glamour and for the attraction of audiences. It cannot be said that without these characters the movie could not have been made. These characters seemed solely serving the purpose of attracting audiences. Otherwise, the story line of the movies did not require such characters.

The dress up, make up, hairdo, style, accent etc. showed glamour and just glamour. For instance, KSL is a movie of road trip of three friends with their neighbourer Maryam and how they manage the long journey sharing their moments helping, fighting laughing. In a movie like such when the father is out of city there was no need to show that the father was on vacation with the dancer girl Khushi on whom a whole song is picturised. Similarly, in JPNA already had a lot of women characters and addition of character such as Zoya seems just for the reason

as mentioned above. In the same way in AIL Meena's character was of a reporter which could have been a male as well. On the other hand, in WN the story revolved around Sallu and his twin faced and this story did not significantly need Haya and Laila's characters. Use of words such as '*naswaaniat ka paikar ghar ghrehasti mai maahir*' meaning that the girl who is a true model of femininity, well versed in household chores impose gender role of care taker for females.

Even though portrayals have changed a bit from past but household chores, caretaking, nurturing of children, taking care of whole family are still shown as a must for the women to be a complete lady who is adored socially. Girls are forced to behave and follow societal norms even when they do not feel so for instance use of words like '*masoom larki k roop mai ghunda*' meaning goon in the skin of sweet girl imposing that even girls do not feel like behaving innocent they should just to show their conformity to what is being stated as feminine. Girls are forced to behave as being emotionally weak and attached to their things. Differing portrayals then past could be seen where a girl is arguing with a male and her role is still not of a negative character in the movie but on the other hand the guy is shown as being carefree and not giving any regard to her.

Women are shown as talkative and they ask a lot of questions which are usually stupid which might portray them as a foolish creature in the eyes of viewers because what a viewer will perceive cannot be assumed. Misconceptions that if a girl agrees to join for a drink in party it is believed that '*phans gai*' meaning the guy has been successful in hooking up with her. Girls are soft hearted and foolish so they can be easily manipulated with sugar coated words. In short, a girl good at doing household chores, good at housekeeping and is traditional is a good one because she is traditional and considerate to norms and other people.

A change compared to past is girls also get angry and argue which shows at least something normal about them. But on the other hand, a perfect girl is who can do anything when there is a crisis she can become a professional dancer from an ordinary traditional girl by just changing clothes. Unreal depiction like such would only cause role confusions in the society and would increase the pressure that is already existent on them and in addition they have to become like the unreal depictions.

Girls are caring and good hearted they do not and should not mind anyone's careless attitude. They only cry when they are heart broken and silently leave when they are hurt which is also a stigma as girls are also humans with emotions and feelings they get angry as well. It was depicted that it is easy to convince a girl to get married to a guy by just asking her giving her an ice cream and she would smile and say yes.

Making fun of girls in taunting tone has become a usual thing in movies these days. Women as wives are angry, rude and bossy. They control everything and want to regulate everybody which is not true in most cases in reality. Women as wives are unromantic which gives an impression giving an impression of married life being boring and burdening. Working ladies always look pretty and remain well dressed and modern looking which is not permissible in many households. It is a disgrace for men to be under the control of women and such men are not manly.

Girls are weak and there always has to be a guy to save and protect her. Girl can easily fall in love with anyone who specially who has ever protected her. Manipulation and fooling of women is easy. They are materialistic just buy a few gifts for them and take them to shopping and then ask for whatever which would have been impossible otherwise. Women being portrayed as emotional fools which is expected from women and considered feminine and intelligence is neither expected nor accepted. Women belonging to upper class are arrogant and

proud. Women are either wicked or weak or helpless. Words used like '*divorcee hona hmaray muashray mai bht hi bura smjha jata hai*' would do no good but make things like such normalized giving an impression that they are not wrong and do not need to be changed.

Traditionally dressed girls are called *baji* or *behan ji* and they are not wife or girlfriend material whereas the girls of their own house if are traditional they are modest. Such scenes show how in the movies women are categorized due to their dressing patron. Pointless to show women wearing swim suits on beach. Men are shown happy and when away from home and they live a life when they are away from home and with friends. This a biasness that women are accepted as good only when at home, taking care, considerate, housekeeping etc. whereas in the case of men it's a funny thing when they go out and enjoy trips with friends.

#### **4.5. Proximity to cultural and social values of Pakistan**

##### **Karachi sy Lahore:**

Karachi sy Lahore portrays a girl going on a day long road trip with his neighbour and his friends without letting her father who is the elder member of the family know about it. Maryam stays in a hotel for a night in a single room with all the boys for rest in between the long journey. Next morning when they are all set to go Maryam comes out of the hotel in a totally different and modern outfit as compared to what she used to wear otherwise. It was a top which was sleeveless and a jeans pant making her look so beautiful and attractive that the guys traveling with her were shocked and amazed to look at her. Ayesha Zaheem's girlfriend wore attractive western dresses throughout her scenes. Another scene which was shown in the movie was Zaheem goes to Ayesha's house to talk to her in the presence of her father at home and meets him as if they know each other very well. Khushi the dancer whom Maryam's father went on a vacation also wore dresses that were exposing and sexy. The way she interacted with



Maryam's father was also in appropriate. The dress which Maryam wore during the song 'Tutti fruity' was also short and exposing.

### **Bachaana:**

In Bachaana Aalia wore traditional and covered dresses but when she bought a new dress to do the goons she wore a black striking maxi with no sleeves. This was a sudden change. There were romantic scenes of Vicky and Aalia during this chase and run.

### **Jawani phir nahi ani:**

Jawani phir nahi ani features a lot of females. The wives Kubra, Lubna and Gul are seen dressed up in acceptable manner. Marina and Zoya's dressing is glamorous and unacceptable most of the times. The songs in the movie are again spiced up with glamor for attracting people. Scenes like Marina being drunk at a night club or Zoya dancing at her own wedding in half top and lehnga are not acceptable in a society like that of Pakistan. Zoya being a typical rich kid wasting money and carefree about anything else is not considered good in our society. The girl named charity was ready to have a relationship with a married producer to get a break through in career.

### **Wrong number:**

Laila the girl next door to Sallu in Wrong number. She is bubbly and jolly but the way she locks Sallu in her house and dances in front of him to seduce him and get him agreed to marry her. Although she wears traditional dress but even that dress has fittings and cuts in a way that expose the curves of body and make her look sexy and attractive. Haya on the other hand dresses modernly sometimes wearing skirts. On her engagement, she wore a half top exposing her belly and the dresses in the songs were in appropriate. Haya's frankness and intimacy with the boss's grandson was also an unacceptable thing in Pakistani society. Similarly, Laila's intimacy with Sallu.

**Actor in law:**

Meena the lead actress in Actor in law is shown as a bold girl. The way Meena got angry and used slang language and cursed the men on bus stop and other men staring at her in addition to her blunt descriptions of situations are not considered proximate to how a girl should behave in our social and cultural context.

**Discussion:**

Pakistan is society rich in culture and traditions are given a high position in the society. Cultural values differ in classes. Wearing modern and exposing dresses that attract people are not considered to be good. Extra marital affair or having an affair is not in accordance to the cultural and social norms. A girl who is shy, quiet, knows household chores well, respects elders, wears covered and traditional dresses etc. is considered good socially. A girl's going out with boys for a road trip and staying at the hotel at night with them in a common room is something a common girl can never think about and is not socially acceptable. Referring to a girl as '*intehai khoobsorat girlfriend*' is not according to our social values in fact having a girlfriend is not acceptable in our society and culture. Maryam's changed clothes after the hotel stay leaving the traditional clothing and coming into attractive western dress on the go depicts as if she is not allowed by her father to wear such clothes or due to the social pressure she could not wear what she wanted but when she was alone and away she became a modern girl free to practice whatever she wants.

The dressing and greedy attitude of Ayesha is also not appropriate per societal values. It is also rarely seen that a girl's boyfriend comes to her house meets his father and enters her bedroom in presence of her father without knocking her door. The type of dress Khushi was wearing is not worn by escorts openly and the way she is behaving with the old guy is also demeaning to image of women. The dances Khushi does when a lot of men are sitting and enjoying the sight

might be true depiction to some extent but this does not happen so openly and is not considered good in society nor such women get any respect. The sudden change of Maryam from a traditional and simple girl to a modernly dressed girl and from there to a dancer who dances like a professional in a crowd of only men is surprising presentation. Girls wearing modern dresses like skirts or tight pants or fitted clothes is something that is not acceptable among the masses and portraying such dresses again and again would not change the societal values but would burden girls in a way that if they want to be seen as modern they have to follow the shown dress codes.

Father of adult children is shown to have a girlfriend and he lies to his children to hide her from them such things are not socially nor culturally acceptable in our society. A modern and liberal dancing girl who becomes an escort for money is named as khushi because she wears revealing dresses is famous to promote happiness among men is again not acceptable in society. Father while going for fun vacations tells his son that once he has gotten his degree and gets settled he can have fun and women and whatever he wants and as much as he wants passing the limits of social norms of society.

Songs in the movies do not depict or are not even near our traditional and cultural values. Woman with half naked bodies dancing in front of family and other random men is not acceptable at all in our society. Males regardless of their age when they see a woman in a sexy dress or a modern woman start thinking of flirting or start flirting with them and repeated viewing of such content would make people insensitive of the issue and would consider it a normal thing. Boys were shown as they do not feel hesitant in flirting with women and women on the other hand are sometimes so nervous that they cannot respond to males. Boys were seem making fun of even old women by using in appropriate words like yummy mummies.

Use of words for women who are aged but modernly dressed as '*kind of women who are seen in dramas who fall in love with their third husband's son*' are un ethical and against our traditional values. Dressing style is not per our culture and a girl is seen dressed up like a modal to go to Lahore with the boys next door. Dressing even the salwar kameez worn in the movies is not the one ordinary women in our society would wear and what is culturally acceptable. The girls who do not behave feminine and do not know household chores and dress up modernly are selfish and can leave a long relationship just for money and respect only rich men and remain loyal to wealthy men. Girls dressed modernly and who use makeup to maintain them and beautify themselves and pose to be classy are called with names such as babe, bachi, piece etc. which would never be liked by people of our society to be used for their daughters, wives, sisters etc. as such words are not regarded as good words to refer to women.

Songs have in appropriate words which are not considered good to be used for a woman in our society. A girl is shown in a lot of ways at one side she is sweet and simple and in next few scenes she is dressed up extremely modern and dancing on item songs. Item songs are added in movies just to spike glamour and attract audiences and is victimization of women in a way that all dancers exposing are women. Men want to protect the ladies of their own house but for other ladies they are ready to flirt because they do not lie in their honour category. Girls belonging to traditional families do not have the right and freedom to whatever they please all they can do is do it secretly and if caught they can just beg and cry.

A girl stays in a single room with the boys next door is not appropriate as per our societal norms and when in the hotel, the boy is sitting alone the girl comes and asks him about what the matter is things like such impose a duty on women to ask everyone about their problems and try to ease them. In a trip or wherever if there is a dispute or quarrel amongst the people the girl would go and try to sort it out if she could not then at least she must go to all the people who are hurt or angry and try to ease them. Portrayals like such would make it obligatory in the

form of societal expectations from women. Good girls do not have boyfriends they always must be a one-man woman. Girls are emotional, sweet and nice and they hide their feelings for the happiness of others.

Modern dressing, exposing and confident looks and style of a female attracts all kinds and types of men. Father was shown going out telling kids a lie that he is on an official trip whereas in reality he was on vacation with an escort lady khushi who dressed up in appropriate and was cuddling the guy and he was enjoying meanwhile talking to his daughter on call to inquire what they were up to in his absence. Girls can and should never think wrong about father/ brother. Dress up and wording of songs are not appropriate to our social values and ways in which a woman is portrayed is cannot be seen with family in most households even today. But such things surely make people used to of watching women in such exposing dresses whereas our social mindset does not allow a girl to wear such dresses. It pressurizes girls to be modern as well as covered and decent which is almost impossible.

## Chapter 5

### MAJOR FINDINGS AND CONCLUSION

#### Major findings

- New thoughts are introduced but the represented gender roles debated on regular basis lag in the sense of a better portrayal of gender equality. There is still a long way to go in improving the portrayal patrons.
- Women are excessively shown in movies to heighten glamour and attract audiences use of item songs and attractive dresses and adding too many female characters are the examples.
- Women are used as beauty and dignity symbol. Most female characters in the movies are pretty. Daughter, mother, sister etc. are considered honourable.
- Images of women in movies cannot be concluded as close to our traditional and cultural values they are unreal depictions that our society and culture do not accept.
- Women are given roles based on ages. Older women are not the lead characters they are usually mothers, mother in laws, maids etc.
- Behaviours are divided per the class and age group a woman belongs to for instance, rich aged ladies are arrogant, classy, elegant, arrogant, greedy whereas women of same age group in a lower class as rude, tensed about situation, complaining etc.
- Females belonging to middle class who are also young are mostly lead actresses who are also beautiful. Considerate, nurturing, innocent, sweet, intelligent and all what is needed for being perfect.
- Women as wives are portrayed as dry and strict with no emotions, dry and boring. Married life is either portrayed as worse or it is made a factor to add laughter and comedy to the movie.

- Women of a man's own family are to be honoured and women belonging to other families can be flirted with.
- Women are weak and foolish therefore there should always be a man to save them from situations they create for themselves.
- Economically independent women are represented as not working in the house or doing household chores instead, they have cleaners who are usually women do the tasks.
- Women were also portrayed as more attached to traditions than men. They are emotional and feel guilty if they put themselves first.
- Women are usually represented as subordinate to men. They are usually portrayed begging and crying in front of men for their demands.
- Choices women make are momentary and a little drama and pleasing words have the tendency to melt a woman's heart and she can overlook everything bad that happened previously and would become an affectionate wife again.
- Women always need men for their protection as they can make themselves fall into trouble.
- Women are portrayed concerned about their looks and striving to look beautiful and showing concern about hairstyle, make up, appearance, jewellery, high heels, branded things etc.
- All lead women characters were skinny, fair, modernly dressed, beautiful and every other such thing that promotes the feature of physical beauty. All the main actresses were a beauty symbol.
- Some new concepts and thoughts are also shown which is a good change. Like women getting angry and arguing for their say. Women fighting for their rights or fighting back to harassment but such cases were very few.

- Work needs to be done to improve the portrayal and imaging of women in media specially movies.



## **Conclusion**

Women's presentation in the media does influence thoughts about how people perceive gender roles in general. Certain features can reinforce the image of what a woman is and how she should behave. Women are usually portrayed as striving for being as pretty and as young as possible. Current study revealed that physical appearance and age are of great importance to women. A lot of effort is put onto looking young, attractive and beautiful. Staying physically attractive is emphasized which is not possible for every woman in our society due to multiple reasons such as economic wellbeing, physical health status, number of children, responsibility of family and household chores, age factor, genetic influences etc. portrayals like such would be an increased pressure on women that if they want to be in the good lists they should look beautiful which is unfair and burdening for women with diverse economic, health and genetic backgrounds.

Women are shown as being ashamed if their relationships are not working good and they consider themselves responsible of being not good enough in pleasing their men. Even though a few traits can be seen in both sexes but females are represented as subordinate to men. Gender roles that are debated on a regular basis are not successful in terms of better portraying of gender equality. Such representations strengthen the prevailed beliefs of society like ours which put women into a subordinate position to men and responsible for upbringing of children, household chores, deal with all the problems and still be caring, loving, polite, helpful and loving towards men.

Women are portrayed as submissive, emotional, dependant, nurturing, helpful, physically weak, victims, followers, troublesome, described as physically attractive, asks for accepts advice, ashamed etc. it is imposed that a woman must have all these feminine traits to be accepted as a full woman. In this thesis, it has been tried to explain often cautiously concealed

cultural perceptions about women that form realities of all of us and world views. A lot of scenes in the movies display women as submissive towards men. A woman is supposed to take care of spouse, children and all others before herself. A housewife is portrayed as she cares about her husband and family more than anything else and works hard to have a perfect family where harmony is maintained. Housewives are typical women and their goal is to love and care for husband and children and no character seemed to challenge the traditional gender roles at all

Although the women were portrayed as being independent and strong they still did not challenge the gender power structure. Women being independent and strong on the other hand are dependent on men. Being a modern independent woman is alright if a woman realizes that she is a woman and she should take care about her family and their matters at first to be totally happy.

Women are given roles based on classes and ages. For example, economically weak women as rude, physically weak, always working and worried for money, fed up of family, kids and life etc. and upper class or wealthy as arrogant, greedy, careless, modern, conscious about health and beauty, selfish, pretty, away from social values. On the other hand, girls are portrayed as sweet, innocent, fair, slim, caring, soft hearted and aged women as stuck in problems, hating and cursing life for problems.

A woman cannot be all at the same time a care taker, nurturer, caring, loving, kind, submissive, bold, glamorous, confident, beautiful etc. by portrayals like such which show women good at household tasks, caring, kind and loving is their nature set standards in the minds of people making it difficult for women to survive in the contemporary demanding world which is male dominated.

Media is a large source of educating in the educating mediums these days and every content shown will have impact on people which may differ due to difference in the perceptions and backgrounds of the people. Conscious efforts should be made to make the content of the movies that would not become the cause of continuity or promotion of any negative image or stigma for women as it is already hard for women to survive in the contemporary world with its challenges.

New concepts which support women in contemporary world were also shown which is a positive gesture but it was only in one of the five movies. New ideas should be introduced which could replace the old stereotypes which make life of a woman difficult in this male dominated world.

This thesis does not imply that actual life is exactly like this or does not claim the conclusion to be totally exact as people have ability to interpret and perceive things contrarily. Though the research is significant in a way that it gives an idea about how things can be understood and how movies in a wider sense can affect how people look at themselves as women and men and how they act.

This research has tried to cover some of the important features about the portrayal of women in the movies by fulfilling the aim of this study. Additionally, researches could be conducted on portrayal of men in the movies or a comparative study could be done comparing the difference of portrayals between the television series and movies.

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