

CHAPTER IV

WHAT IS WRONG WITH OUR UPBRINGING? OBJECTIFYING WOMEN IN INDIAN CINEMA AND ITS IMPACT ON MARRIED LIFE: A SELF STUDY

Najma Nazeer

Assistant Professor

Department of Mass Communication

MES Asmabi College, Thrissur, Kerala.

Abstract

Traditionally, social norms have prescribed certain genders for men and women. Men are generally considered to be dominant, masculine, and independent, while women are portrayed as weak, sensitive, and dependent. In contemporary society, women are free to adopt more active sex, from what is considered "masculine," to what is considered more "androgynous," to the more stereotypical female roles. Some women, however, continue to adopt traditional gender roles where self-objectivity exists. This paper will analyze major things wrong with our upbringing and the influences of Indian cinema on objectifying women in married life.

Keywords: Objectification, feminism, marriage, and self-love.

Reimagining Space and Literature

Edited by

SARAN S.

