MOVIES & MISOGYNY
LET'S BECOME RESPONSIBLE AUDIENCES
Worldwide audience for Indian films*

1.38 bn people

Markets for Indian cinema+

90 countries

"...the influence in India of films is greater than newspapers and books combined."

- Pandit Nehru
FILMS AREN'T JUST ENTERTAINMENT?

Yes, and no.

Films can be great indices that portray reality. But, they can also be influential on the audiences that watch them.

While some films have inspired positive action, this little book is all about how many Indian films send the wrong message on gender, and keep a culture of gender inequality and gender violence alive.
WHY DOES WHAT A FILM SAYS MATTER?

Have you heard of the Pyramid of Violence?

Look at it closely. You can find that the major harm, crime and forms of violence are placed at the top.

Now these things don't happen without a basis, right?

That basis is what you see below. Attitudes and beliefs influence our verbal expression.

Our verbal expression might lead to a physical expression.

And that is Dangerous.
PORTRAYING WOMEN IN FILMS

Women are portrayed in stereotypical roles in most Indian films.

- THE Goody Two Shoes "traditional, cultured, homely"
- THE weak and helpless stigmatized, victim, dependant
- THE the bookish nerd plain, given a makeover if it is the leading lady
- THE evil, vile vamp heavy make-up, plotting, rich
- THE bimbo fashion crazed, dependant
TREATMENT OF WOMEN IN FILMS

Have you noticed how women are treated in films?

- Objectification
- No value for consent
- Hypersexualization
- Stalking
PORTRAYING MEN IN FILMS

Men are constantly portrayed as hyper-masculine. What's that, you ask?

Well, it could mean a very sculpted physique...

...or a "rough and tough man"...

...who can never have emotions, cry or be gentle...

or even have a different body shape, or interests!
How often have you even found transgender men, transgender women or non-binary transgender people on screen? Have you ever seen a-gender people being portrayed?

Transgender (women and non-binary) have often been portrayed as "jokes" or "abnormalities" or even as "villains". As if they're not normal, or can only be evil!

Transgender men and a-gender people have never been portrayed on screen!
AND WHAT'S WRONG WITH ALL THIS?

Films have a major influence over audiences...

...and research has shown that it can influence the way people think.

This can be dangerous when people get the wrong ideas, and act on them: often, committing crimes.

Some of these instances include crimes against women, such as stalking, harassment, objectification and mistreatment - sometimes, in the name of "love." There are also a lot of hate crimes and violence that targets people who identify as transgender (binary / non-binary) and a-gender.
Some films portray stalking as "cool" or "romantic".

Some films don't respect a woman's consent or lack of consent.

Some films pass off harassment for attention and claim women ask for it.

Most films objectify women in one way or the other.
SO WHAT CAN WE DO?

Question all that you see.

Educate yourself, understand and keep learning about the issue. Awareness can help you act.

Don't model behaviours that you know are wrong.

Show the filmmakers that you are a responsible consumer of films - and boycott those that normalise gender-based violence.