



Postfeminist Media Culture: A Response to Feminism

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ABSTRACT:

There has been a change in the representation of men and women in contemporary media images. The image of an educated, independent, confident and career oriented woman as opposed to a shy, modest and quiet woman is rampant in the current media culture. Similarly, there has been a change in the way men have been shown. Instead of a bossy father or a bullying husband, one can find men who are ready to accept and support independent women in their lives. This paper problematizes the seemingly progressive images of men and women in the recent media culture while highlighting the superficiality of the reformist zeal in the advertisements. It intends to challenge the appearance of the dissolution of hierarchies by looking at specific adverts and showing

Self-attested