

VIOLENCE AGAINST WOMEN IN PAKISTANI FEATURE FILMS

Dr. Arshad Ali

Assistant Professor, Center for Media and Communication Studies, University of Gujrat, **PAKISTAN**

&

Ayesha

Center for Media and Communication Studies, University of Gujrat, **PAKISTAN**

ABSTRACT

This study examines the violence against women in Pakistani Urdu films (2013). In year 2013, Lollywood released 37 movies in different languages (Urdu, Punjabi, Pashto and English) from which the sample of four Urdu movies is selected through random sampling technique. The theory supporting the research is feminist theory and its extension feminist film theory. The research method of content analysis is used in order to analysis the violence against women through sub categories of physical violence, tone and quality of scenes. The result of content analysis represents the existence of violence and portrayal of the issue in negative way. Furthermore it provides a modest view of Pakistani film's theme and way of treating women in movies. The results indicate the independent and affirmative image of women in movies but the factor of violence is still noticeable in the Pakistani movies.

Keywords: Violence against women, Physical, Pakistani films 2013, content analysis, sexual, battering, murder.