

EXPLORING GENDER IDEOLOGY IN FAIRY TALES-A CRITICAL DISCOURSE ANALYSIS

Uzma Shaheen
Lecturer
Lahore Garrison University
PAKISTAN
uzmashaheen@lgu.edu.pk

Naureen Mumtaz
Senior Lecturer
Lahore Garrison University
PAKISTAN
naureenmumtaz@lgu.edu.pk

Kiran Khalid
Lecturer
Lahore Garrison University
PAKISTAN
kirankhalid@lgu.edu.pk

ABSTRACT

The purpose of this research paper is to explore gender ideology and gender representation in fairytales. In this esteem, a fairy tale has been selected for critical discourse analysis and placed in context to realize the objective representation of gender ideology. Critical discourse analysis has been used to highlight the contextual and implied meanings of some utterances that eventually reveal the portrayal of male and female characters. The findings show that genders are presented in stereotypical ways; males are having authority and violent nature and females are obedient, polite and resisting somehow to save their lives through their intellect and witty tricks. This research has implication for the masses to change their traditional and stereotypical perceptions about gender roles and women's emancipation.

Keywords: Gender ideology, gender roles, fairy tales, Critical discourse analysis.