

GENDER DISCOURSE AND YOUTH IN MEDIA

Editor
DR. SUSMITA BALA

Gender Discourse and Youth in Media

Editors

**Dr. Susmita Bala
Yashavika Yadav
Tinam Borah**

**KANISHKA PUBLISHERS, DISTRIBUTORS
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KANISHKA PUBLISHERS, DISTRIBUTORS
4697/5-21A, Ansari Road, Daryaganj
New Delhi -110 002
Phones : 2327 0497, 2328 8285
Fax : 011-2328 8285
E-mail : kanishka_publishing@yahoo.co.in

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PART-I
Women Emancipation and
Female Narratives

1

Studying Women Power in
Socio-Political Movements:
Inference Drawn from
Shaheen Bagh

Dr. Ambrish Saxena and Dr. Susmita Bala

Introduction: Nature and Types of
Socio-Political Movements

Socio-political movements keep bringing changes in different parts of the world. These movements can be mobilized at individual or society level for bringing a change in the social and political system in a geographical region. So, such movements are bound to be targeted against those social and political stalwarts who would have consolidated their position by capturing/holding the existing structure with the support of powerful clan and manufactured mass support and are not ready to letting the system changed.

Social Movements

A social movement is a loosely organized effort by a large group of people to achieve a particular goal, typically a social or political one. This may be to carry out, resist or undo a social change. It is a type of group action and may involve individuals, organizations or both.

Female Delineation in Indian Advertisements

Shefalli Chhibber and Dr. Pavitra Shrivastava

Introduction

"Advertising is a well-known and important part of the marketing world for any business. Advertising companies raise and spend in millions" of rupees" each year from creating new ideas and selling campaigns". "Many hours are put into creativity and developing each advertisement that we see every day in magazines, billboards, television etc. Advertisement designers want to make their work meaningful to their viewers so that they can relate to these ads and purchase the items they are trying to sell. This works best when people in their advertisements are relatable such as celebrities, athletes, politicians, etc". Advertisements articulate different ideas, values and attitudes that shape our consumption pattern. It articulates meaning to the words and images, but it depends on how we interpret them, which ultimately generates the need of the product in human mind. On an average, an adult spends about two years of his life watching TV advertisements. It is presumed that viewing these advertisements affect the viewer's attitudes and preferences. Advertisers have long been enamoured with women and culture. Most of the advertisements portray women as the torchbearers of cultural heritage. They are often portrayed in stereotypical images. She could be a wife, mother,

PART-IV
Sexuality, Human Rights and
LGBTQ Rights

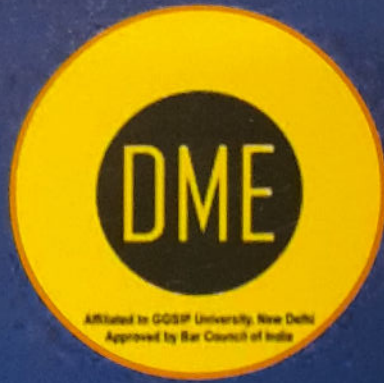
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Human Rights Violations
against Sexual Minorities:
Problems and Perspectives

Khush Kalra and Surya Saxena

The discrimination and human rights violations against the sexual minorities are a shocking reality in all societies. In most of the jurisdictions, there is no legislative recognition to their rights, and where it is recognized their problems are not adequately addressed. International human rights documents adopted by the UNO and regional organisations theoretically recognized their rights, as they are members of the human family. Unfortunately, all these efforts are ineffective with respect to the protection of sexual minorities from wide ranging abuses.

In the USA during 1900's, the sexologists treated homosexuality as an organic aberration and recommended its deletion from the list of crimes, and in 1930's they considered it as a psychiatric problem and categorized it as a form of psychopathic personality disorder. Notably in 1970's the American Psychiatric Association enlisted homosexuality in the category of "sexual orientation disturbance" and later in "ego-dystonic homosexuality" category. At last, in 1986, the homosexuality was finally removed from the list of mental disorders.



About Delhi Metropolitan Education

Delhi Metropolitan Education (DME) is an 'A' grade premier educational institute affiliated to Guru Gobind Singh Indraprastha University, New Delhi and approved by Bar Council of India. The institute offers state of the art infrastructure with strong academic facilities to provide a dynamic and clinical grounding for success. DME offers course in Law, Journalism and Management.

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4697/5-21A, ANSARI ROAD, DARYA GANJ, NEW DELHI-110002

PHONES: 23270497, 23288285 FAX: 23288285

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