

# MAINSTREAM MEDIA

## PROMOTES GENDER STEREOTYPES

CREATING SPACES

**OXFAM INDIA** and partners are educating communities, especially youth, to challenge gender stereotypes in Indian cinema that normalize violence, inequality, and the sexual objectification of women and girls.

They examined 51 films using the Bechdel test and these indicators:

- » % of female characters
- » Gender roles and stereotypes
- » Sexual objectification
- » Violence and harassment against female characters

## LEARN MORE

- » **JOIN** Oxfam India's #UnstereotypeCinema campaign
- » **FOLLOW** Oxfam's Creating Spaces project: [www.oxfam.ca/project/creating-spaces/](http://www.oxfam.ca/project/creating-spaces/)
- » **READ** Oxfam India's research report on Indian Cinema: <https://bit.ly/36Lxv0e>
- » **THE BECHDEL TEST:** <https://bit.ly/2X6qMd8>

## FINDINGS



Of over 1300 characters, only **27%** were **FEMALE ROLES**.



In **77%** of films, women fulfilled purely a **ROMANTIC FUNCTION**.



**57%** of women have professions, but mostly **JUNIOR AND LOWER-PAYING** to their male counterpart.

## WOMEN ARE OBJECTIFIED IN 88% OF FILMS, AND IN ALL TOP-GROSSING FILMS

through sexualized appearance, on-screen violence and harassment, and/or weak and submissive character portrayal.

