



**EKfG-Fachgespräch/ Interdisciplinary Research Seminar**

**Women and South Asian Media: Shifts, Continuities and Ambivalences**

**Tuesday, 25 July 2017**  
**10.00 – 12.00 h**  
**Essen College of Gender Research**  
**Campus Essen, R12 S06 H01**

**Programme**

10.00-10.15 *Welcome*

Dr. Maren A. Jochimsen, Essen College of Gender Research

10.15-11.15 *Women and South Asian Media: Shifts, Continuities and Ambivalences*

Professor Shirin Zubair, Ph.D.  
Visiting Professor  
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Chair: Prof. Dr. Patricia Plummer  
Department of Anglophone Studies, Postcolonial Studies  
University of Duisburg-Essen

Postcolonial feminists of colour (Spivak 1988, Narayan 1997) contend that power and hegemonic structures exist not only within social institutions but also within dominant cultural narratives. In the wake of postfeminism, globalization and international development discourses of women's empowerment, this presentation looks at images of women in South Asian popular culture (magazines/ television channels/ films) to raise significant issues in regard to changing social roles and identities of South Asian women. How do women relate to these new images? What does empowerment mean in this context? While highlighting the competing discourses of femininities, the inherent ambivalences and complexities, the paper also looks at the reception practices among sample populations.

Spivak, Gayatri Chakravorty: Can the Subaltern Speak? In: Cary Nelson & Lawrence Grossberg (eds.): Marxism and the Interpretation of Culture, University of Illinois Press, Chicago 1988: 271-313.

Narayan, Uma: Dislocating Cultures: Identities, Traditions, and Third-World Feminism, Psychology Press 1997.

11.15-12.00 *Discussion*