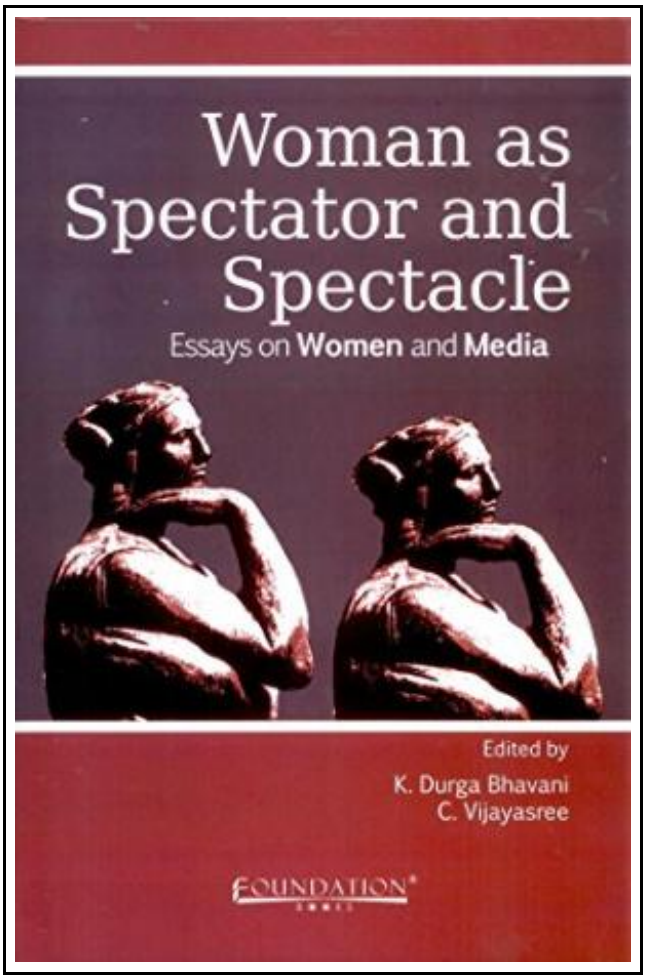
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WOMAN AS SPECTATOR AND SPECTACLE: ESSAYS ON WOMEN AND MEDIA

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Cambridge University Press, New Delhi, India, 2010. Hardcover. Book Condition: New. Dust Jacket Condition: New. Woman as Spectator and Spectacle: Essays on Women and Media brings together several critical readings on the correlations between media and womens issues. Based on the papers presented at a National Seminar on Women in/and Media conducted at Osmania University, Hyderabad, this volume deals with issues ranging from the portrayal of women in media to the need for a definitive gender policy for the media. The volume explores the role of women both as objects of media representations as well as the producers and consumers of it. The articles interweave the regional and linguistic reading of media texts with global feminist media criticism. Through this, the ramifications of media globalization on womens issues are analyzed, thus giving voice to specific local developments and their impact on women and media. Contents Notes on Contributors Preface Introduction Part I: Media and Gender (In)Justice 1. Wanted: A Gender Perspective on Media Globalisation 2. Media Texts for Women by Women 3. Media-ting Patriarchy 4. The Endangered Gender: Images of Women in Advertisements 5. Women in Visual Media: The Spectator vs. the Spectacle 6. Two Faces of Women on Television: Need for a Gender Policy Part II: Farming Women 7. Images of Women in India Soap Operas 8. "People Said I Created Pornography": Sexuality, the Gaze and Rituparno Ghosh 9. Womens Issue in Telugu Films: Limits of Social Reform 10. A Case Study of the Reel-life Wimin in the Fire andGirlfriend: Fruition to Miso Phallicism from mere Feminism 11. Gender at Cyberspace: Whos Online 12. Women in Media. Printed Pages: 120.

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