

# **Stereotypical Portrayal of the 21<sup>st</sup> Century Woman in Contemporary Hindi Cinema: with Special Reference to Four Selected Hindi Films Produced at the Turn of the 21<sup>st</sup> Century**

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This study is an examination of stereotypical representation of the '21<sup>st</sup> century woman' in contemporary Hindi films. Given the fact that so much has changed in contemporary Hindi films with the dawn of a new era, it is interesting to explore how much has changed in a highly male-oriented industry at a point of time where huge socio-cultural and political changes started to happen in our world in relation to women's lives.

Four films which were records breakers from 2000-2012 were analyzed as case studies: *KuchKuchHota Hai* (Karan Johar, 2000), *ChoriChoriChupkeChupke* (Abbas Mustan, 2001), *Babul* (Ravi Chopra, 2006) and *Cocktail* (Homi Adajania, 2012), with the objective of explaining the pattern making practice of the Hindi film industry objectifying the women on screen. The study extended with ample examples where the '21<sup>st</sup> century woman' still treats the notion of marriage and motherhood with utmost importance, withdraws herself from economic world, engages in husband worship and strives to preserve female ideals and Indianess to please the Indian man. The argument of the paper is developed in line with the concept of 'Real Woman' vs. 'Imaginary Woman' and idea of the 'Subaltern'; two solid arguments of Rajeswari Sunder Rajan and Gayatri Spivak to form an in-depth analysis.

The paper concluded that the '21<sup>st</sup> century woman' that these commercialized Hindi films attempt to portray is a cultural product; an imaginary woman, not a real woman; without positive or challenging portrayals; the expectation of the director and the viewing audience of 'what a woman should be' reflected on the screen.

**Key Words:** *Representation, Stereotyping, Romanticization, Femininity*