

## **PORTRAYAL OF WOMEN IN PAKISTANI MEDIA**

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### **ABSTRACT**

This study aims to investigate the image and portrayal of women in media regarding the biasness, depiction and role providence. Women have had to face pressures that range from domestic to social arenas. Keeping in view historical perspective, Pakistani women have majorly been oppressed. Even after the advent of feminism and social progress in the current era, Pakistani society still retains its identity as a strict one regarding morals, customs and culture. Despite of the fact that women are supposed as the weaker sex, Pakistani women are taking part in media and playing an active role in the progress of media development. Yet women still seem to be objectified in media. The study examines the image of women as presented in Pakistani print, broadcast and social media as well as in advertisements.

**Keywords:** Gender inequality, portrayal of women, media, Pakistani women.