

## **A Critical Analysis of Gender discrimination in the film Aruvi**

<sup>1</sup>Anbalagan Dhevayani and <sup>2</sup>MR. Faira

<sup>1,2</sup>Department of Sociology, Faculty of Arts and Culture, South Eastern University of Sri Lanka.

Correspondence: anbalagandevayani@gmail.com

### **Abstract**

Gender discrimination is a widespread problem, and it's highly visible in the film industry, especially in South Indian movies. This research seeks to explore and understand this problem. Given the temporal constraints inherent in this research, a comprehensive analysis of all films exhibiting gender discrimination was rendered infeasible. Consequently, a purposive sampling methodology was employed, resulting in the selection of the film 'Aruvi' to specifically address the research objective. This research employed qualitative data collection methodologies to acquire pertinent data. Complementary secondary data was also gathered, utilizing sources such as reports, scholarly books, research articles, and websites. The obtained qualitative data was analyzed by a descriptive method (Thematic highlighting). In the analysis section of this study, the research has been thoroughly examined through sub-topics such as the characterization of female roles, the characterization of male roles and gender discrimination in the media. Feminist theoretical frameworks and literature reviews were utilized to validate this study. Finally, this research identified that in the film Aruvi, both gender discrimination and gender-neutral elements were observed, although it is noted that gender discrimination is high in rate in the movie. However, a complete solution cannot be found to eradicate this problem completely. However, the identification of gender discrimination in Indian films can contribute to its reduction.

**Keywords:** film, gender discrimination, Aruvi, feminist theories