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Exploring Feministic Dogmas in Pakistani Web Series: A Qualitative Content Analysis on "Churails"

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Abstract

Highlighting the feministic approach, the study analyzes gender roles along with three major categories i.e., self-realization, women characterization and misogynistic approach. The study examines first ever Pakistani web-series in order to explore the representation of gender roles through dialogues that is being used to construct an image of socially constructed responsibilities of gender in Pakistani society. By employing liberal feminism as the theoretical framework, the study stresses the idea of individuality and self-realization by providing women equal opportunities in all spheres of life. The concept of self-realization specifically lightens the phenomenon of individuality as it is significant for women to know their value and self-worth in society as an individual. While analyzing the dialogues of web-series, the study conducts qualitative content analysis to interpret the contextual meanings of dialogues which shows that Pakistani web-series represent females as a source of objectification whereas male characters in the series shows hate against females. On contrary, the study also discloses that Pakistani web-series are emphasizing the significance of self-realization as many dialogues shows that females express their self-worth by raising their voices against crimes and fight for their own rights. .

Keywords: Feministic Dogmas, Liberal Feminism, Misogyny, Pakistani Web-Series.

تلخیص

زیر نظر تحقیق میں نسائی نقطہ نظر کو اجاگر کرتے ہوئے مطالعہ کے وسیع کینوس کے حوالے سے خواتین کی نمائندگی کا تجزیہ کرتی ہے۔ تحقیقاتی تجزیے میں تین بنیادی اقسام کو سامنے رکھا ہے جس میں خود شناسی، خواتین کا کردار کی عکاسی اور خواتین سے جنس کی بنیاد پر تعصب کو سامنے رکھتے ہوئے پاکستان کی ویب سیریز کے مکالموں کا تجزیہ کیا گیا ہے۔ اس سیریز کا تجزیہ مواد کے تجربے کے کیفیتی طریقہ کار کو استعمال کرتے ہوئے کیا جاتا ہے۔ مکالمے کے ذریعے تحقیق اس کی زبان پر مرکوز ہے جو پاکستانی معاشرے میں سماجی طور پر تعمیر شدہ صنفی کرداروں کی تصویر بنانے کے لیے استعمال ہورہی ہےلبرل ازم کو نظریاتی فریم ورک کے طور پر استعمال کرتے ہوئے یہ مطالعہ انفرادیت کے خیال پر ہے۔ کیونکہ خواتین کے لیے فرد کے طور پر

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معاشرے میں اپنی اہمیت کو جاننا بہت اہم ہے۔ اس تحقیق میں کیفیتی طریقہ تحقیق استعمال کرتے ہوئے مکالمات کی سیاق و سباق میں معنویت کو دیکھا گیا ہے، جس سے یہ معلوم ہوتا ہے کہ خواتین کو بطور object پیش کیا جاتا ہے جبکہ مردانہ کرداروں کے مکالمے خواتین سے نفرت کے روئیے پر مبنی ہیں، اس کے ساتھ ساتھ مطالعے سے یہ بھی معلوم ہوتا ہے کہ اس پاکستانی ویبسیریز میں خودشناسی کو بہت اہمیت دی گئی ہے کیونکہ زیادہ تر خواتین، خواتین کے خلاف ہونے والے جرائم کے حوالے سے لڑ رہی ہیں اور اس سے اُن کی خود انحصاری کا اظہار ہوتا ہے۔

کلیدی الفاظ:نسائی نظریات، لبرل فیمنزم، زن بیزار، پاکستانی ویب سیریز۔

Introduction

Feminism indicates a collective movement towards equality in all political, economic and social rights for both men and women. The feminist ideology has a stance that "women should be treated equally and are not to be made inferior to men". Women are taught to be fragile and soft-spoken while men act as their guardians, the feminist ideology eradicates this mind set. It is a set of ideologies and theories, that seek to create a society where equality should come in all aspects for both genders. Feminism has a long history and it mainly focuses on women's struggles and experiences in their daily lives (Medini, 2015).

The ideology of feminism is considered a fashionable academic subject, studied in many disciplines, along with in-depth details of the gender roles and responsibilities and the woman's conditions in society. The Western world connects this ideology with modern-philosophy, psychoanalysis, femininity, motherhood, sexuality, economic and social privileges as well as cultural appropriation (Androne, 2012).

The study explores feminist ideology in perspective of online streaming platforms as the online entertainment industry has come with a major growth. In the past few years, convenient access to internet services has made it possible for everyone to grab the online content. There are numerous online entertainment platforms i.e Amazon, Netflix, YouTube, and Torrent downloads, Zee5 online and many more. The online video content consists of web-series, episode, short films, documentaries, entertaining videos and much more. The online streaming platforms are appealing the attention of the audiences like never before. They are fighting the content of television which was motionless and thriving forecasts of the rise of good quality content (Agarwal & Das, 2022).

The study focuses on web-series, it is a series of short videos which get released over a certain periods of time in order to tell story to viewers. It is designed like a television daily soap but it has been watched on online platform. The concept of web-series came from the Western countries but now, the trend of watching online content has become

popular worldwide. With growing importance of online streaming, it is not only creating opportunities for content producers but also attracting young generation for its colorful and creative online production that not only grab attention of viewers (Ahuja, 2020).

In Pakistan, the popularity of internet and access to online content emerges by each passing day. The statistics show 61.34 million internet users in Pakistan in 2021 and which has been increased by 11 million from the last year 2020. The social media users in Pakistan have been increased by 9.0 million as it hits 46.0 million in the year 2021. The social media and digital trends in Pakistan are pure instances of the internet usage and the dire demand of online content (Kemp, 2021).

From the past few decades, the emergence of online content with its innovative format of storytelling not only grabs the attention of audience but also creates a trend of binge watching across the globe. People have switched from conventional media to new media and online entertainment content sets new standards in respect to diversified and variety of thematic productions in media industry. Web-series are a kind of TV bites or mini episodes that followed a conventional TV episodes tradition and merged it with online streaming entertainment (Malik & Zia, 2020).

With a vast growth of digital media platforms, web-series is emerged as an ideal platform for women depiction with a wide range of genres, narratives and content without any censorship. Surprisingly, online media also represents gender roles with same patriarchal approach followed by mainstream electronic media as it shows women in supporting or miserable roles. On the other hand, online media always depicts men in a dominated and superior personality. This conventional depiction of men and women can still be seen on digital media platforms (Vaishnav, 2021).

Supporting the above argument regarding feminism, the study correlates with the concept of individualization process that addresses a procedure towards self-actualization. It has also been observed that individualization is considered as the achievement of self-realization which strengthens the current research work as it highlights the significance of self-realization among women and also create an opportunity for them to create a fair balance in personal and professional lives (Khadiri, Venkataraman, & Jaisre, 2022; Salem, 2018).

There is a great rise in online feminist activism which supports the issues concerning women and their brutal experiences with violence and harassment on screen and off screen. Social media platforms have always encouraged online debates for the rights of women but online misogyny affects women's rights and shatters their confidence to work in society independently (Barker & Jurasz, 2019). Social media supports different feminist movements like #Metoo or #NiUnaMenos to accept some degree of feminism as a part of their online appearance (Willem & Tortajada, 2021). Social-media platforms such as Facebook, What Sapp, and Instagram are undoubtedly prominent communication networks for people worldwide (Kolesnyk, Jong, & Pieters, 2021).

This is the reason, the present study focuses on the representation of misogynistic attitude of men in the web-series and analyzes how it affects women in their personal and professional lives. The study also observespatriarchal behavior in the representation of gender roles which definitely appears as a misogynistic attitude. This online hate through multiple digital platforms can come with serious consequences against women in their real lives (Frenda, Ghanem, Montes-y-Gómez, & Rosso, 2019).

Digital media has come up with an amazing space and introduced a vast range of online production platforms. Today, Pakistani media is expanding while merging with new media and enforcing the social issues regarding women representation on these digital platforms (Parameswaran, 2007). The study highlights first ever web-series of Pakistan, which has definitely hit the global platform by representing women issues in Pakistan and promoting the importance of women rights. Being the bench mark for the beginning of a new media production, Asim Abbasi came up with the first ever Zee5exclusive and Zindgi original Pakistani drama web-series "Churails" launched on August 11th, 2020. The web-series stars the lead actresses named Sara Khan, Zubaida, Jugnu Chaudhary and Batool Jan (Minhas, 2020).

The study explores feministic beliefs that follow few categories i.eself-realization, women characterization and misogynistic approach to represent gender roles... Women related problems have always been discussed and portrayed in different ways through dramas, movies and web-series with an aim to provide equal rights to women and to empower them. Some web-series intend to bring drastic changes in women's conditions and positions where women can better understand their self-worth and portray themselves economically and socially stable.

Objectives

- To analyze gender roles through the elements of women characterization and misogynistic approach with the use of dialogues in Pakistani web-series
- To explore whether the female characters express their self-worth through the use of dialogues in Pakistani web-series

Significance of Study

The study particularly analyzes the dialogues and the contextual meaning behind the words and identifies the relationship between words and meanings. The research helps to identify the existence of women issues and misogynistic attitude of society towards women in the context of Pakistani society. It also strengthens feminist ideology by highlighting the aspect of individuality in terms of self-realization as it aims to provide women an understanding to stand against violence and misogynistic approach towards them and focuses to empower women by realizing them the importance of self-worth.

The research study benefits to Pakistani women to know their rights and make them cognizant of their individuality in society. It also facilitates future researchers in order to explore and investigate women perception regarding self-realization and its effectiveness in developing societies like Pakistan. The current study also shows a great contribution in recognizing the women independence and individuality in respect to personal and professional development as it would not only be beneficial for themselves but for the social and economic conditions of country as well. In a country like Pakistan, it is significant to understand the dire need for women development and gender equality in all sectors to grow globally.

Review of Literature

Liberal feminism has always found an intense interest in the social context and structure of society. It believes to study the real life experiences of women living within the strong patriarchal beliefs in society. In form of liberal feminism, the theory has introduced a variant to move beyond the forms of individualism and concepts that are considered significant in the name of liberalism. Although gender inequality is prevailing in societies and there is a dire need to take steps with a feasible approach to bring the desired outcome with plausible options (Enyew & Mihrete, 2018).

The digital era has produced a vast trend of binge watching in the audience and promoted variety of online streaming channels. The internet has seen as convergent service medium, that is increasingly carrying a prime role for additional media. The study highlights that the culture of binge watching is expanding not only in Pakistan but across the globe. Undoubtedly, it is a liquid modern world and continuous technological advancements show that new media has emerged with its multiple platforms to distribute entertaining content online (Mikos, 2016).

In relation with the current research study, many articles on web series and YouTube content examines a complex relationship in the entertainment content of a YouTube channel and web-series along with networked publics and politics. The reviewed research papers contribute to understand the emotional communications between users in the comment sections of online platforms. It shows that how users are connected to the online platforms i.e YouTube and other networking sites for web series and engage themselves in public debate and political deliberation (Lee, 2019).

The online streaming platforms are captivating the attention of the audiences and producing high quality content for its users. Online streaming platforms have set new standards in terms of creating fresh and relatable content. Web-series in different countries are representing socially contracture image of women that is covered with all stereotypical norms. The reviewed research also investigates how the content structure of web series continues to impact gender representation on digital platforms (Sharma, 2021).

In relevance with the present research, some studies on portrayal of female identity in digital media addresses that emergence of digital media platforms like Netflix, Amazon Prime, and other digital streaming, web-series is also viewed as an ideal platform in highlighting and portraying female stories Internet is comparatively free from censorship and content creators can play with complete independence in all genres and narratives. Like the current study, it also focuses on the feministic ideology in web-series and highlights the representation of feminism along with all stereotypes and stigmas (Vijayakumar, 2021).

Another reviewed article on representation of gender roles in media clearly assess the web-series in Indian society's context where media has portrayed a stereotypical image for women and shown a submissive role of women in society. In relevance to the current study, it also highlights the patriarchal structure that is strengthening the misogynistic attitude and misrepresentation of women in new media (Kanwar & Singh, 2021).

On contrary, a reviewed research paper addresses that the perspective of director on representation of gender also affects the narratives massively. The reviewed study also shares the role of web-series in the narrative construction regarding multiple attributes of gender, politics, sex and religion. (Srivastav & Rai, 2018).

Several studies on patriarchal ideologies and Female Depiction in Pakistani Cinema also relate with the current study as films are an astounding entertainment medium and an eccentric storytelling expedient. It is a prominent, relentless and a faultless synchronization of filmic communication. It ratifies also reality straightforwardness or incongruity and total fib. Movies are the further most rampant medium of show business. Many Pakistani movies like Bol, Dukhtar, Bachana and Khudakeliye, address feminist standpoint and patriarchal ideologies. After analyzing the selected films the canvassers find that the theme of the films is very courageous, penetrating and very important in today's situation. The studies indicate that film directors and producers of the selected movies have projected feminism very strappingly and also confronted patriarchal ideologies in our society (Yousaf, Adnan, & Aksar, 2017; Horton, 2022).

According to a reviewed literature, there is contribution to explore qualitative study with Pakistani women to discover how Muslim women studying English in higher education milieus in Pakistan engross with feminist thought. The reviewed study emphasizes to capture the relationship between these women's 'secular' education and their religious social uniqueness as young, urban, middle class working women in a Pakistani higher education context. In particular, the study sets out to explore how Pakistani women at higher education institutions interact with and use advanced' procedures of knowledge's , particularly those subjugated by western frameworks of intellectual thought and reasoning, in the context of their own potentially different social lives and self-identities as Muslim women. Young women academics in accumulation to negotiating with the Western notions of Women's movement also simultaneously challenge the local

patriarchal hegemonies and unadventurous religious sermons in their social context (Zubair & Zubair, 2017).

Furthermore, a reviewed research paper on patriarchal appropriation of sacred texts used in movies and films demonstrates how Pakistani patriarchy military exercises sacred texts to construct reassuring illusions for women, this paper uses the theory of Islamic Feminism to unknot the politics of religious elucidation and the rambling influence of Islamic fundamentalism. It notes that the protagonist's innermost conflict is a transgression act and coerces her into distracting socio-religious precincts. The reviewed study states that it is significant to bridge the harbor between Islam and feminism, in order to witness the effectiveness of women's rights movements in the Islamic world (Sarwar & Zeng, 2021).

The present study relates with the article focuses on representation of feminism and explains the marginalization of women in Pakistani society. The study shows that the women in Pakistan have been suffering in every walk of their lives. They are not allowed to marry with their consent, they are duty-bound to serve their husbands, and are being trounced in the name of honor and so on. This suggests that men are enthusiastic about their power to subdue women. . Therefore, the research paper has examined and decomposed the predicament of Pakistani women in the novel, Black Bird in a White Cage (Hussain & Hussain, 2021).

Pakistani media is promoting western term of feminism by introducing the first feminism based web series Churails. Four women run an office calling themselves Churails. At the point when one of them evaporates, their investigation drives them to something a lot greater than themselves. The purpose of this study is to evaluate the perceptive of Pakistani youth on feminism, also the effect of feminism on youth, and to explore the digital media content on feminism in Pakistan. An online survey is conducted through social media to which 150 respondents of age 16-30 year old responded. This study highlights that the youngsters of Pakistan are fully aware of the term Feminism and support gender equality. In which the 41% of youth agreed with the concept of gender equality and feminism. This study shows that the wrongly portrayed feminism by Pakistani Media is causing discomfort in gender which will affect the feminist movements in future. This study also shows that web series like Churails promotes vulgarity among the youngsters (Minhas, 2020).

The web series has been seen in breaking the stereotypical portrayal of women and the depiction of women characters in online streaming, whereas it has also strengthened the stereotypes by highlighting the hatred attitude of men towards women. In relevance to the current research, many recent studies have discussed the representation of women in the web-series and also portrayed the stereotypical image of women constructed in society. Studies have found out that new digital platforms, particularly online streaming intend to

focus on socially constructed gender representation in society and also highlights the theory of feminism to see the perspective of women regarding feminism and how web-series portray feminists.

Theoretical Framework

Liberal feminism emerged from the strong philosophical notions invested in liberty and extended these conceptions to women by promoting the concept of individuality and self-worth. It focuses on equal rights of women and their participation and contributions towards economy. Liberal feminists have identified deeply gendered nature of these conceptions that fails to uphold women's rights in society (Bailey, 2016). Liberal feminism abbreviates women empowerment, equal opportunities and women's rights which clearly relates this theoretical concept with the current study (Priyadharshini, Mohan, Hariharasudan, & Sangeetha, 2021).

Liberal feminists also support that the resolution to gender inequality is allowing women to have the equal opportunities with men in the developed society. Because of the gender discrimination in society, women are left out in the process of transformation, therefore they are continuously dropping their status and it is the dire need to ensure the progressive and biasfree environment for both the genders (He, 2022).

In relation with the current study, it highlights feminism and the importance of individuality which emphasizes equal rights. The web-series portray different classes of women and highlights the phenomenon that women issues are existing everywhere either upper or lower classes, women are suffering discrimination and males are considered as dominant personalities. The web-series promotes the concept of individuality and shows that women are capable of taking their own decisions and can protect themselves from the dangers of society. The web series sheds light on the unfortunate circumstances that are still present in our society such as domestic violence, early marriages, objectification, physical abuse, rape crimes and mental torture. Domestic violence can also be observed as a major context of online misogyny, which has been represented on the digital media platform that strengthens the misogynistic approach in web-series, Dragiewicz, et al., (2018).

Through the lens of liberal feminism, feminist ideology has been categorized in self-realization, male chauvinism, and women characterization. Self-realization is relative to the theory as the foundation of liberal feminism emphasizes on women's potential and self-worth, making her understands her position in society as an individual. The study focuses on equal roles of women socially, politically and economically. It also highlights the misogynistic approach where male dominance comes with a belief that man is powerful and authoritative and suppresses women's identity in all fields of life. Women subordination in society has become a traditional norm but feminism stands against these conventional and compromised societal norms which do not give rights to women.

Research Methodology

The study is cross sectional and exploratory as it collects data from Pakistani web-series by conducting qualitative content analysis for all ten episodes to analyze the representation of gender roles through interpretation of dialogues. The research applies a complete enumeration which ensures to study every unit regarding gender roles in the web-series. The qualitative content analysis facilitates to interpret the contextual meaning of the dialogues regarding gender roles used in the web-series.

The study categorizes the feminist ideology under three types i.e. self-realization, women characterization and misogynistic approach. The qualitative content analysis examines the contextual meanings and interpret the dialogues of all the episodes of web series, and assists to build a foundation of the feministic beliefs through the theoretical approach of liberal feminism.

Themes	
Self-realization	Realizing one's own individuality and worth along with all potential and abilities to perform in life
Women Characterization	Concept of the male gender being superior to women and having ease of access for opportunities in society as compared to women who are treated as weak and unworthy, men are accommodated more culturally and socially
Misogynistic Approach	It strengthens the concept of male superiority over women and treats them passively. Misogyny promotes hate against women and dominance in society

Research Questions

RQ1. How do the dialogues represent gender roles in Pakistani web-series?
RQ2. How do the female characters express their self-worth through the use of dialogues in the Pakistani web series?

Findings and Data Analysis

The study analyzes the feministic beliefs in terms of three categories i.e. self-realization, women characterization and misogynistic approach. It particularly explores the dialogues of the Pakistani web series "Churails" in order to find out the meaning behind the dialogues that are used by the played characters in series. It also highlights the representation of women in different aspects and portrays the patriarchal approach of society that not only exists in lower class but in elite class as well. The dialogues along with the categories in which they fall are shown below:

Self-Realization

Dialogue 1: *Apnay jazbaat samajnay hon toh therapist ki madadlo, apne haqooq seekhnay hon tou NGO k paas jao aur seekhne samjhne k baad jab yeh ehsaas ho k ye sara system he mustakil lay raha hai tou hamare darwazay py dastak dou.*

English Translation: When you want to understand your emotions, go to the therapist, when you want to know your rights, go to the NGO and after learning and understanding everything when you know that the system is continuously damaging you over, knock on our door.

Interpretation

Sara discloses and clarifies the reality of all the "helpful institutions" that are made for women who are stuck in horrible situations in life and in reality; these institutions serve no purpose for the helpless women. Sara, being from a strong economic and political background, is suffering from mental distortion from her in laws and her husband as he catches him having several affairs. She's narrating all this when being interrogated by the police of how things went down. She is present in the jail cell due to the story cover up for Zubaida and Sheila's kidnapping investigation and wanting to find out about the reality of KK's advertising agency. Her firm belief in equality and realization made her create the safety net that is churails as women deserve help in the time of need.

Dialogue 2: *Lagao hath, lagao phir dekhna mai kya karti hun*

English Translation: Try to touch me and you will see what I can do

Interpretation

Protesters gathered outside Halal clothing's and start protesting against the churails as they claim they have provoked their women and challenged their masculinity. A man from the protest tries to attack pinky but fails to do so, pinky reacts with anger and warns him not to touch her again or she will retaliate with anger.

Dialogue 3: *Aur dubara agar mujay bachon kay samnay hath lagaya toh I'll kill you!*

English Translation: And if you ever touch me like that again in front of the kids, I will kill you!

Interpretation

A confrontational scene between Sara and her husband, who forcibly pins her against the car in front of their children, when she decides to leave the house of her in laws and she warns her husband to never do that again in front of her children because she does not want them to see or experience domestic violence in their lives between their parents. Children experience fighting between their parents which adversely effects on their minds. Domestic violence is

Women Characterization

Dialogue 1: *Array hum toh buss ak selfie lay rahay thay. Ghar chalnay ko thori bol raha hun? Wasey ap sharmili nae hain. Balkey, sharmili ka ulatt hain. Phassi hui jeans, kya baat hai sath chalna hai?*

English Translation: We were just taking a selfie. I'm not asking you to come home today. Although, you are not shy, in fact you are opposite of it. Fitted jeans!do you wanna come home with me?

Interpretation

The above dialogue from the web-series "Churails" describes that how men in society mistreats women by eve teasing and commenting them on their dresses. The dialogues has been taken from a scene where Churails (group of rebellious women) are entering in café and watching that a group of men harassing few girls and they continuously distress them by their weird and derogatory comments on their dressing and bodies. It shows that men characterize women public property if they are at public place, and they consider it their right to comment or harass them whenever they want to, just for the sake of their entertainment. For men, a woman can be seen as a sexual object and nothing more. The dialogue of this scene clearly dictates that how male use this privilege of power, dominance, and authority. While watching such indecent and inappropriate language of those men, one of the girls "Zubaida" (Churails) shows courage and starts beating those men to let them learn a lesson and not to harass women.

Dialogue 2: *Mai kab say keh raha hun kay yeh teesri wali ki naaf nazar aani chahiye. Yeh kafi naihai.*

English Translation: I have been saying for so long that her belly button should be shown, it is not enough.

Interpretation

Interpreting the beginning sequence from the web series Churails, where each episode has a snippet which includes metaphors regarding women, the men in this scene, are particularly focusing item girls and asking them to make their bodies visible and considering them as sexualized objects. It is strengthening this aspect of men misogynistic attitude towards women as they do not respect women and suppress them by promoting women as a source of commodity.

Dialogue 3: *Yeh ap ky liye bheja hai boss nay, garami kum karnay kay liye.*

English Translation: Boss has sent these girls for you, to entertain you.
Interpretation

The above dialogue has been taken from the scene where Zubaida has been kidnapped by few men. This group of women "Churails" enters the kidnapping place with a trick to save Zubaida. Shams (Zubaida's boyfriend) pretends himself as van driver and other girls also pretends as dancing girls in see-through and visible dresses along with a huge amount of alcohol. Shams offers these women to kidnappers by telling him, Boss has sent these women to please them. This dialogue is a clear depiction that women are always used as a sex symbol and this shows that women are just seen as a way of pleasure and amusement by dancing, fulfilling men's sexual desires.

Misogynistic Approach

Dialogue1: Babe, boys will be boys. Come on *sab is umar mei ye karte hain larkay*, exactly ye nahi but boys are just curious about human body.

English Translation: *Larkay toh larkay hotay hain.* Come on everyone at his age does it, not exactly this but boys are just curious about the human body.

Interpretation

This dialogue is from the scene where Sara is out for grocery shopping with her kids and her elder son harass a woman. Sara feels embarrassment and apologizes that woman. oldest son and while she goes over to apologize to the school's principle, her son gets caught teasing an older woman so when she comes home and asks her husband to take the situation seriously, as Sara does not want her son to be like her husband, he shrugs it off as "boys will be boys" ideology, normalizing his son's action and persists on the idea that he would have done the same as all men do, idealizing such behavior.

Dialogue 2: *Mujay tumhay ijazaat he nai deni chahiye thi*

English Translation: I should not have given you permission.

Interpretation

The above dialogue has been taken from the scene where Sara and her husband are arguing with each other over the people's reaction towards their "Halal Clothing". This issue got hype when a former client of "Halal Clothing" murdered her own husband after knowing about his infidelity. Sara's husband starts regretting that he should not give her permission for this business as she was running her hidden agency under the name of clothing business. This murder triggers the public and particularly men came on roads and protested against Sara and her group of women. The dialogue shows that a woman cannot take her own decision as she has to look for a man's permission.

Dialogue 3: *Inho nay humari mardangi kou uksaya hai aur humari auraton ko lalkara hai.*

English Translation: They have provoked our masculinity and challenged our women

Interpretation

This above dialogue has taken from the scene where the group of aggressive mobs is gathered outside "Halal Clothing" and insulting all women working. The dialogue clearly interprets the attitude of men and their behavior towards women as they do not want their wives and sisters to raise voice for their rights. This group of girls named "Churails" creates awareness among girls and women to stand against violence and raise voice for their own rights. This dialogue from this scene clearly shows the stereotypical mindset of men who are always ready blaming women and always consider women individuality as a question to their masculinity.

Discussion

The present study discusses feministic ideology to analyze the representation of gender roles through self-realization, woman characterization and misogynistic approach. The research study conducts qualitative content analysis to interpret the dialogues used by both the genders. Moreover, liberal feminism supports the study as it addresses individualization which coincides with one of the categories of feministic ideology i.e self-realization. This theory not only supports the concept of individuality among women but also stresses significance of self-worth among women.

The theoretical contribution of liberal feminism also facilitates the study in the formulation of research questions regarding self-worth as the current research tries to analyze the portrayal of self-realization among women through web-series. The study elaborates that woman empowerment and equality does not only exist in elite class but lower class does also have this understanding of individuality. The study examines that women have been shown realizing their self-worth and understanding their own potential to make decisions and to get rid of all the sufferings they face against gender discrimination and violent crimes.

Complementing to the interpretations of the dialogues, women characterization has also been seen as the significant category where study highlights male thinking patterns and the way they characterize women by judging their clothes, choices and living styles. The web series shows objectification of women in different circumstances and portray women only as an object for men to fantasize about. In relevance to the reviewed study on Indian web-series, it has been observed that the discussions of the current research clearly shows that media portrays a stereotypical image for women and highlights the gender stereotypes society which strengthens the misogynistic attitude of men against women and also misrepresent women by objectifying them as commodity (Kanwar & Singh, 2021).

Web-series shed light on all the social sufferings of women and represent several horrific women-suppressed stories which not only highlights domestic violence, sexual abuse, child abuse, rape cases, abduction but women trafficking as well. Street harassment can also be seen in the web-series, which is considered as an unspeakable harm which underplays victim's experiences (Fileborn, 2018). By contributing to the idea of individuality in terms of self-realization, the study discloses that the web-series show a transition of a good woman to a rebellious one due to the terrible suffering they face routinely. In order to maintain a social balance in gender roles, it is a dire need to eliminate the idea of suppressing women and degrading their capabilities.

Besides that, misogynistic approach has also been witnessed during interpretation of dialogues and it identifies several male-dominant aspects that occur in a society like Pakistan. The web series contains misogynistic attitudes towards women where men suppress women and consider her a sub-standard creature by showing his strong and dominant personality. Considering the belief of ruling over the lives of women, the episodes of the web series show the domestic violence, child abuse, sexual abuse, work place harassment, and women trafficking not only in lower class but in the people of elite class as well. The study majorly witnesses the physical and sexual abuse in the web series which clearly describes that males' hate against women.

The study discuses that gender roles are being portrayed in web-series as they are constructed on societal patterns. Women are always targeted because they are seen as fragile and weak characters, unable to fight back. Men are seen as the decision makers of

the society due to the superiority and dominant nature. The society has created these gender images which are not only destructing the roles and responsibilities of both the genders as individuals but as social partners as well.

Conclusions

The study concludes by highlighting the importance of self-realization and the misrepresentation of gender roles in the web-series. The current research shows that gender roles has been portrayed in a stereotypical way where males are seen as misogynists and their misogynistic attitude against women has been shown in almost all of the episodes of web-series. Although, the characters of women emerge as a sex symbol and commodity. . On contrary, the study also explores that web-series put forwards this idea of self-realization which is timely and relevant nowadays. Liberal feminism focuses on individuality, meaning that it makes women realize their self-worth and potential and it also helps them to fight against misogynistic attitudes and stand up for their rights. For a progressive world, both of the genders have to play pivotal role in contributing towards social and economic conditions of the world.

The study concludes that misogynistic approach strengthens the concept of male chauvinism in web-series. The web series sheds light on a patriarchal approach of society, where men are considered dominant and superior and women are shown submissive and suppressed and always dependent. Male dominance and privilege in Pakistani society is the deep-rooted ideology that is being imprinted in the minds of men by society. In relevance to the current study, there is a dire need to understand the significance of both the gender roles in society.

Recommendations

Web series has been the new trend of consuming online content globally. The social issues present in the society still need to be addressed, the era of online consumption has created a platform for social awareness more than before. In Pakistan, “Churails” is the first web series that launched in the country which deal with social issues of the women and encourages women to fight for their rights. The study has some recommendations for future research in relevance to this subject.

- The study recommends to analyze the women representation through semiotics in order to identify the signs and symbols used for women
- It also proposes comparative analysis of Pakistani and Indian web-series in respect to gender inequalities
- The study puts forward the idea to evaluate the differentiation between women life styles of elite class and poor class
- It also suggests to explore Pakistani media narratives regarding gender roles in society.

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