

Representing Women from Northeast India: A Semiotic Analysis of Select Bollywood Movies

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Abstract

In Bollywood Hindi films, women from northeast India are frequently exoticised and stereotyped. Women in the narratives are framed with identical mongoloid faces, different attire, and outfits that do not conform to mainland India's traditional gender structure. Scenes of women in the region subjected to male gazes, sexual remarks, eve-teasing, and harassment abound. These contribute to the objectification of women from northeast India, who are accorded a marginal role in commercial Bollywood films. The research paper aims to see how Hindi film narratives impact the subjectivity of women from the region. This paper intends to do a semiotic analysis of the two Bollywood movies- *Chak De India* and *Pink*. The study will examine specific sequences, scenes, and shots where the subjectivity of women from northeast India is created negatively, using the semiotics of the films studied.

Keywords : stereotype, exoticise, male gaze, objects, attire