

Tribhuvan University
Central Department of English

Commodification of Female Body: A Study of Nepali Film Posters

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Degree of Master of Philosophy in English

By
Yuba Raj Subedi

Central Department of English
Kirtipur, Kathmandu

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Tribhuvan University

Faculty of Humanities and Social Sciences

Letter of Approval

The thesis entitled **Commodification of Female Body: A Study of Nepali Film Posters** submitted to the Central Department of English, Tribhuvan University for the partial fulfillment of the requirement for the degree of Master of Philosophy in English has been approved by the undersigned members of the Research Committee.

Members of Research Committee:

Internal Examiner

Dr. Sanjeev Upreti

External Examiner

Pro. Dr. Abhi Subedi

Dr. Amma Raj Joshi

Head

Central Department of English

Date: _____

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Abstract

The present study examines the question of commodification of female body in the film posters. Women in the posters have been projected into the beautiful objects producing attractions. Woman's body is divided and targeted into different parts as a consumerist tactic. In this way, film advertising depends on woman's body as a source of particularly profitable beauty industry. In addition, ideal female beauty is the indicator of film advertising as a system of capitalist society. In this social and cultural context, capitalistic and economic interest dictates women's bodies to look by creating, targeting and marketing beauty. Advertised bodies blur the boundaries between inside and outside of an image. The film posters are used to commodify female's body in order to support the commodity culture because film posters misrepresent and eroticize female's body to create an alluring image of the object to strengthen the hegemony of commodity culture in capitalism. Thus, women's bodies in the film posters are assigned as a supplement object to enhance the attraction towards the production as an exchange value.

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