

Tribhuvan University

Gender Role Assignment in *Nari* and *WOW*: A Critical Visual Analysis

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in Partial Fulfillment of the Requirements for the

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By

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Letter of Recommendation

Narmada Ghimire has completed her thesis entitled “Gender Role Assignment in *Nari* and *WOW: A Critical Visual Analysis*” under my supervision. She carried out this research from July 2014 to October 2015. I hereby recommend this thesis to be submitted for *viva voce*.

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Letter of Approval

This thesis entitled “Gender Role Assignment in *Nari* and *WOW*: A Critical Visual Analysis” submitted to the Central Department of English, Tribhuvan University, by Narmada Ghimire, has been approved by the undersigned members of Research Committee.

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Abstract

This study is an attempt to explore how, through the women's magazine, namely, *Nari* and *WOW*, assign definite gender roles through their textual and visual messages. In exploring this issue, primarily, Theo Van Leeuwen and Gunther Kress's ideas of the Grammar of Visual Design and Roger Fowler's idea of lexicalization have been utilized. In doing so, *Nari*, women's magazine, is selected. A brief cross-sectional analysis (syntagmatic and paradigmatic, in Saussurean sense) is made. The selection of items under analysis is made eclectically. The study argues that the women's magazines under scrutiny do not contribute to empower women in general, as their investors claim, but rather they disempower certain women by assigning them the traditional gender roles. *Nari* and *WOW* assign homogenous and reductive gender roles that are confined to food, fashion, childcare, homemaking and entertainment. And at bottom, the women participants, whether represented or interactive, are controlled and guided by the consumerism, capitalism, and male mindset.

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