

IMAGE OF WOMEN IN ARAB AUDIOVISUAL CULTURE

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Abstract: The article analyzes the formation and development of the image of women in Arab audiovisual culture. It examines how the image of women is represented through cinema, television and social networks. It also analyzes how cultural, social and religious factors in Arab society influence these images. The dynamics of changes in the image of women in the modern Arab media environment, the reflection of women's rights and feminist views are also studied. The article aims to study the traditional and modern trends in the image of women in audiovisual art in the Arab world.

Keywords: Arab audiovisual culture, female image, film art, television, social networks, gender issues, cultural influence, feminism, women's rights, media analysis.

Introduction Arabic audiovisual culture is one of the multifaceted and rich fields, which includes such diverse areas as cinema, television, theater, social networks and digital media. The image of women in this cultural context is of particular importance, as it is closely related to gender roles, social norms, and cultural traditions in society. The image of women is not only a product of art and culture, but also reflects the relationship between changes in society, modernization, and traditional values.

The image of women in Arabic cinema and television has changed over the centuries, and their depiction has become dependent on political, economic, and cultural processes in society. For example, while in the 20th century women were mainly depicted as housewives, mothers, or submissive wives, in modern audiovisual products they began to be shown as independent, educated, and active individuals. However, these changes have not been smooth, and traditional perceptions and religious norms in society still play an important role in shaping images of women.

The way women are portrayed and treated in cinema and the media in the Arab world varies widely, and varies from region to region. For example, while countries like Egypt, Lebanon, and Tunisia are witnessing a more active role for women in film and television, in conservative societies, particularly in countries like Saudi Arabia and Qatar, these images are still shaped within traditional boundaries.

At the same time, as a result of globalization processes, the development of the Internet and social networks, the participation of Arab women in audiovisual culture has increased significantly. Today, it is observed that women are finding their voice and raising various issues in society through bloggers, actresses, directors and producers.

This article analyzes the history, development trends, cultural and social influences, as well as modern directions of the image of women in Arab audiovisual culture. It also examines

traditional and modern forms of the image of women, their aspects related to social stereotypes and feminist views.

Main part: The image of women in Arab audiovisual culture has gone through various stages over the centuries. At the beginning of the 20th century, when Arabic cinema and theater began to take shape, women were mainly depicted as housewives, obedient wives or devoted mothers. This situation was clearly manifested in the classical cinema of countries such as Egypt, Lebanon and Syria.

Because Egyptian cinema played a leading role in the Arab world, its portrayals of women influenced the media culture of the entire region. In Arab films of the 1940s and 1950s, women were mainly depicted in images that were shaped by traditional society. They were depicted as faithful wives, loving mothers, or weak individuals who needed support from society.

The roles of women began to change in the 1970s. In particular, urbanization and economic development increased the social activity of women, and this was also reflected in film and television. Women began to appear in images that actively participated in various areas of society - medicine, education, politics. In Arab cinema, images of women are often shaped by two different perspectives:

- The traditional and culturally-based woman - loyal to her family, adhering to traditions and maintaining social discipline.

- The independent and Westernized woman - this image often reflects the desire for independence of women in society, but is sometimes portrayed in a negative light.

In recent decades, the ideas of feminism and the themes of women's rights have been increasingly raised in Arab cinema. For example, the film "Wajda" by Saudi Arabian director Haifa Al-Mansour has become one of the most popular films that shed light on the theme of women's rights and independence. There is also an increase in films about women's personal freedom and equal rights in Tunisian, Lebanese and Moroccan cinema.

Arabic television channels gain a large audience, especially through series aired during the month of Ramadan. Women are portrayed in these series in a variety of ways. In historical and Islamic series, women are often portrayed as submissive, exemplary and stay-at-home. In contemporary dramas, women have personal and professional independence, but they are criticized or face obstacles from society. In recent years, the number of female directors and screenwriters has increased, reflecting a more female perspective in Arab television productions. For example, realistic plots about women's lives and problems have begun to appear more often in Lebanese and Tunisian series.

The development of social media in Arab society has created new opportunities for women. Now women can freely express their opinions and create their own personal brands.

Arabic women are active on platforms such as Instagram, TikTok and YouTube. Through them, issues related to women's daily lives, careers, fashion and rights are widely discussed. At the same time, negative opinions, stereotypes and social pressure against women persist on social media. As a result, female bloggers and influencers often face threats and negative attitudes.

The image of women in Arab audiovisual culture has changed throughout history. Cinema, television and social media are among the important factors influencing the role and rights of women in society. In the modern media environment, women have found their voices and begun to tell their own stories. However, cultural and social constraints in Arab society still play a significant role in shaping the image of women. In the future, it is expected that Arab cinema and media products will increasingly reflect the real problems, aspirations and rights of women. It is also likely that, as women's creativity and influence grow, their participation and influence in the media industry will increase.

Results and Discussion: The results of the study show that the image of women in Arab audiovisual culture has been formed over a long historical process, which has changed in different periods in accordance with the social, religious and cultural changes of society. According to the data obtained, women in Arab films, television series and digital media are depicted according to the main categories such as the Traditional Image of the Woman, the Modern and Independent Image of the Woman, and the Negative Image of the Woman.

The results show that the way women are portrayed in media products in the Arabic world depends on the cultural and political context of the country. While in countries such as Egypt, Lebanon and Tunisia, women are portrayed in more independent and active images, in traditional societies such as Saudi Arabia and Qatar, the representation of women in media products is still limited.

Also, the development of social networks in recent years shows that the participation of Arab women in the media space has expanded. On platforms such as Instagram, YouTube and TikTok, female bloggers and media personalities are increasingly popular, challenging gender stereotypes and expressing their views.

– In traditional Arab societies, religious values determine how women are portrayed in the media. In countries that strictly adhere to Islamic norms, women are represented in media products in a limited way, usually by dressing modestly and acting within the formal expectations of society.

– In recent years, the influence of Western culture has also been felt in Arab cinema and television. Particularly through Netflix and other international platforms, media products in the Arab world are increasingly adapting to international standards, as a result of which women are portrayed as diverse, independent and strong individuals, moving away from traditional notions.

– The rise of female directors and screenwriters has led to a diversification of female images. For example, Saudi director Haifaa Al-Mansour's film "Wajda" has raised the issue of women's rights and gender equality and has received international attention.

– Social media has given Arab women the opportunity to express themselves freely and create independent content outside the influence of traditional media. This process is generating new discussions about gender equality in Arab society.

– Nevertheless, some stereotypes still persist. In many Arab films and TV series, women are still portrayed as “faithful wives”, “sacrificing mothers” or “delicate and weak”. This situation does not fully correspond to the role of women in real life and reinforces gender stereotypes.

Conclusion: The image of women in Arab audiovisual culture has been shaped over the centuries by cultural, religious and social changes in society. Cinema, television and digital media have played an important role in expressing ideas about women and determining their social status.

Historically, Arab cinema and television have portrayed women mainly in relation to roles within traditional society. In the 20th century, women were mainly portrayed as housewives, loving mothers or submissive wives. However, during the 1970s-1990s, as a result of urbanization, economic development and global influences, the image of women in cinema and television has expanded, and their roles as independent and active individuals have increased.

Women's rights and feminist perspectives are increasingly being highlighted in contemporary Arab cinema. In particular, the creative work of directors such as Haifa Al-Mansour has played an important role in drawing attention to women's independence, the right to education and equality in society. At the same time, certain restrictions on women still exist in traditional societies, which leads to the persistence of stereotypes in media products.

The images of women in television and Arab series are presented in a variety of perspectives. Some series have plots that protect women's rights and raise their problems, while others continue to present them as traditional, fully integrated people in society.

Social networks, on the other hand, have created new opportunities for women. Now they can freely express their voices, create their own brands, and openly talk about the problems they face. At the same time, pressure and negative opinions about women on social networks also persist, which complicates their position in digital media.

In general, the image of women in Arab audiovisual culture is developing, becoming more complex and multifaceted. In the future, these images are expected to be more realistic, free, and in line with the real situation in society. As women become more involved in the media industry, their influence and role in society also increases. Therefore, more needs to be done to change perceptions of women and fully reflect their true potential in Arab film, television, and digital media.

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