

Registered with RNI
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Price Rs. 200.00



ISSN 2229-6409

Women's Link

Vol. 30 No. 1 | January 2023



**AN INTERNATIONAL
BI-ANNUAL PEER
REVIEWED JAMIA
JOURNAL**



Printed, published and edited by Prof. Simi Malhotra
Jamia Millia Islamia - New Delhi - 110025

Printed at: Bosco Society for Printing & Graphic Training, Okhla Road, New Delhi - 110025
Email: boscopress@gmail.com

FOR FRESH SUBSCRIPTIONS / RENEWAL

Women's Link subscription rate for a year through ORDINARY POST is Rs. 375 (per copy Rs. 200). The DD (from any nationalized bank payable at New Delhi) in favour of Registrar, Jamia Millia Islamia, must be sent through speed post to us at :

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Details for the NEFT transfer are:

Bank: Indian Bank

Branch: Jamia Millia Islamia

Account No: 6767690486

IFSC: IDIB000J029

OUR FORTHCOMING ISSUES

July 2023

Rethinking Gender in Popular Culture

January 2024

Non-thematic

Call for Papers

Women's Link

A Bi-annual Peer Reviewed International Journal

Rethinking Gender in Popular Culture

(Vol. 30, Issue 2 - July 2023)

The field of popular culture studies is wide open and has drawn a lot of academic attention for several years now. Popular culture and gender interconnect in a myriad of ways, and their interplay can lead to outcomes which can be disabling and/or enabling. Popular culture, as a significant social tool, with mediums such as images, films, TV serials, advertisements, music, literature, comic books, animations, video games, popular news, social media etc., plays an extremely critical role in constructing gendered roles and norms, as also helping deconstruct them.

Several popular genres, cutting across media, such as romance, mystery, fantasy, science fiction, dystopias etc., as also several everyday popular activities such as shopping, sports, food, fashion, social media, gaming etc., all intersect in interesting ways with gender, to produce registers of popular culture which can both be normative or not.

This issue of *Women's Link* invites original research papers on '**Rethinking Gender in Popular Culture**' which may engage with the following sub themes, but may not be limited to them:

1. Popular culture, ideology, gender and sexuality
2. Changing representations of women in popular culture
3. Cultural politics and body image
4. Gender, food and consumption
5. Shopping, consumerism and gender
6. Gender, violence and popular culture
7. Popular fashion, fads and gender
8. Health, diets, popular fads, and gender
9. Post-feminism and popular culture
10. Pop feminism and pop culture
11. Popular literature and gender
12. Gaming and gender
13. Contemporary popular women's movements
14. Popular icons and gender
15. Gender, porn and nudity in Popular Culture

Submission Guidelines:

- We accept original and unpublished research papers (4000 - 4500 words).
- The abstract should not be of more than 200 words and the author's bio of 100 words.
- Kindly follow the MLA 9. For reference, please check:

https://owl.purdue.edu/owl/research_and_citation/mla_style/mla_formatting_and_style_guide/mla_general_format.html

Submit your papers in word doc file only at: wlj@jmi.ac.in

Last date for submitting full length papers: March 31, 2023