

Chetan Bhagat

Media plays a significant role in influencing and shaping people's perception and life. Many of the most successful television shows and films produced are often loaded with messages that silently affect and influence audiences large and small, far and wide. As noted by researches and academics for many years, these messages greatly contribute to our perceptions of the world, and, in particular, our perception of women.

Renowned author and columnist Chetan Bhagat, has adapted five novels into Bollywood films and penned scripts for Bollywood films like *Kick* in 2014. His adapted stories include *Kai Po Che!* and *Half Girlfriend*. Associated with media, writing and films, Chetan Bhagat is going to share his views in the Expert Talk Series on the way 'Women are portrayed in Media and Films' and its influence on our society. The wide range of media - television shows, movies, the radio, newspapers, advertisements affect our perception of women, their socio-economic status and influence our interpersonal relationships. The talk will explore the ways in which media both limit and empower women and girls in the society.