

The Pink Invasion: How Gender Plays a Role in The Films We Watch

Author:
Joseph Santana

Faculty Mentor:
Satarupa Dasgupta

Communication Arts,
Ramapo College of
New Jersey

"Women only account for 2 percent of producers, 19 percent of executive producers, 16 percent of editors, 11 percent of writers, 11 percent of directors, and 4 percent of cinematographers. Last year, just 24 percent of protagonists in the 100 highest-grossing films were women." -Stefani Forster

Abstract

Throughout film history, we have seen many big cultural moments grace the silver screen. From *Gone with the Wind* to *Avengers Endgame*, these films truly changed what a film could achieve within and outside the theater. *Barbie* was such a film. This film was unabashedly women-centric, from the posters exclaiming Barbie's virtues to the movie's all-pink marketing campaign. It was such a unique film that many people questioned how successful it would become. This poster shows how a unique perspective can create diverse films. These new storytellers develop a work of art. It comes from their experiences and how it's different than what has been told previously through the male perspective.



Methodology

I compared two films: *Ladybird* and *The Shining*, and analyzed two components

- The director
- The characters

Analysis(Characters)

- Lady Bird's portrayal of a mother is one who is sharp with the tongue and loving at the same time



- *The Shining* is a film that represents a woman who cannot fight for what she loves and instead runs away.



Analysis(Directors)

Greta Gerwig

- She brings warmth to her film that makes it feel like a warm blanket
- Creates characters that have three dimensions to them

Stanley Kubrick

- He has a coldness that makes you feel distant from the characters
- Created a hostile work environment due to his demanding shooting requirements



Contact Info:

Email:jsantan2@ramapo.edu



Conclusion

- Movie executives need to help mentor and nurture young female talent,
- To develop more diverse talent on the screen.
- They need to advocate and support them to help get those stories told.