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Women and Popular Media

The session will convene researches exploring women's engagement with culture that was undertaken by the Pathways of Women's Empowerment Research Programme Consortium, focusing specifically on the tools that were used in conducting these researches. The session will emphasize the multiple methods that were used to understand how women engage with television watching in Bangladesh, negotiate with media images and religion in Pakistan and the interventions that were made into the representations of women in popular songs in Ghana. The presentations will highlight how women are negotiating with media, culture and society to create spaces for themselves and facilitate an exchange of cutting-edge research methodologies being done in the field of culture, media and leisure studies.