

A Qualitative Analysis of Audience Interpretations of the Saudi Youtube Soap Opera Takki

Authors : Noor Attar

Abstract : This paper proposes a qualitative study to examine the roles of the female characters in the Saudi YouTube soap opera Takki and audience reactions to them. It draws on concepts from Western feminist media studies and information about current portrayals of Saudi women in Saudi TV. The study will identify the themes that Takki presents related to new professional and personal opportunities for Saudi women and investigate Saudi women's views of those themes. And finally, it will demonstrate how those themes may relate to the evolving positions and aspirations of Saudi women.

Keywords : a qualitative analysis, female characters, Saudi Arabia, Western feminist media

Conference Title : ICSRD 2020 : International Conference on Scientific Research and Development

Conference Location : Chicago, United States

Conference Dates : December 12-13, 2020