

# Review of: "Decoding Patriarchal Ideological Biases at Work in the Popular Vernacular Comics of Nonte Fonte and Handa Bhonda: A Study of the Codification of Femininity through the Image-Text Combine"

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The paper reads quite well, but it seems to be a mere rephrasing of her thesis. Its analysis is decent, but the paper ends quite abruptly, and at the end of the day, the end does not quite live up to the promise of the set up in the beginning. I don't think that is a deficiency of the scholarship, but a structural issue owing to the fact that the argument has already been made exhaustively in a much longer document.

On the other hand, the argument about the coding of femininity isn't very revealing in any way. It is convincing, but one could argue that the author is only extending a standard feature of popular visual culture - the ideological bearings of which have been assessed variously by numerous scholars - in a specific domain of visual culture. As a short excerpt from a longer work, though, the essay does have its value. I guess we are all new to this platform and unsure about the uses to which it could be put, so perhaps this is a good step on that learning curve since it delivers sincere academic analysis in a shorter form.