

# 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"

Kemi Wale-Olaitan

Potential competing interests: No potential competing interests to declare.

## A REVIEW OF ARCHITA GUPTA'S

### **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**

Reading through Archita Gupta's paper, one would note that the work focuses on the role of the comic in perpetuating patriarchal ideology and the implications for the portrayal of femininity. It examines the representation of women in comics, taking a critical look at the Bengali comics titled *Nonte Fonte and Handa Bhonda*.

The concepts of 'relay text' and 'anchorage text,' as outlined by Roland Barthes, were deployed in the analysis of the comics as a solid theoretical base and a means of disseminating dominant ideologies.

Although Indian traditional art forms and popular media are not well known globally, the rich culture is displayed in the paper, showcasing the impact of patriarchal ideology on traditional art forms. Using content analysis and semiotic theory, the paper examines the representation of femininity in a review of a popular Bengali comic.

In my view, the methodology employed also enhances the depth of the study and showcases academic rigor. The author interviews target readers and writer-illustrators, a style that opens up the perspectives of others beyond that of the author.

On the whole, I conclude that the paper is well-researched and theoretically strong. However, a few weaknesses include the limited scope of focus on only two Bengali comics, which makes it inappropriate to generalize the report. There is also the possibility of a subjective bias because there is no diverse range of comics presented for the analysis. One would have expected that the author would even conduct a comparative analysis with other forms of media or comics from other parts of the world.

Finally, I can conclude that this is a well-written paper and a well-researched subject; once the author addresses a few weaknesses, the paper will improve.

Kemi Wale-Olaitan, PhD

Senior Lecturer



African University College of Communications

Accra, Ghana.