



Colorism in Contemporary Film

Why Wider Representation Matters

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Global Interdependency

- Bollywood and Hollywood are massive film industries
 - release about 1800 films on average
- Crossover between industries
 - global flow intensified with digital age of sharing
- Colorism experienced around the world

Question and Framework



Margaret Hunter



Nina Jablonski

- How does colorism manifest itself in contemporary films tackling social issues?
- Used a variety of frameworks
 - postcolonial and anthropology
 - critical media and cultural studies

Methodology

- Examined four contemporary films
 - *Knives Out* (2019) and *Moonlight* (2016)
 - *Bala* (2019) and *Gully Boy* (2019)
- Contained themes of colorism, racism, and classism





Safeena from *Gully Boy* played by Alia Bhatt



Marta from *Knives Out* played by Ana de Armas



Played by Bhumi Pednekar

Latika from *Bala*





Solutions

- Utilizing existing social media movements
 - *Dark is Beautiful* campaign
- Holding international companies accountable for actions in every country
- Supporting films made by people of color

