Colorism in Contemporary Film
Why Wider Representation Matters

ANGEL REDDY
BIOMEDICAL SCIENCES
DR. JOANNE CLARKE DILLMAN
UNIVERSITY OF WASHINGTON-TACOMA
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
Examined four contemporary films
- *Knives Out (2019)* and *Moonlight (2016)*
- *Bala (2019)* and *Gully Boy (2019)*

- Contained themes of colorism, racism, and classism
Results

Latika from *Bala* played by Bhumi Pednekar

Safeena from *Gully Boy* played by Alia Bhatt

Marta from *Knives Out* played by Ana de Armas

Played by Bhumi Pednekar
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