



CODESRIA

13

èmq

**Assemblée générale
General Assembly
Assembleia Geral
الجمع العام الثالث عشر**

**L'Afrique et les défis du XXIème siècle
Africa and the Challenges of the Twenty First Century
A África e os desafios do Século XXI
إفريقيا وتحديات القرن الواحد والعشرين**

Reconstruction in the Making: Gender and Film in Tanzania

**Vicensia Shule
University of Dar es Salaam**

5 - 9 / 12 / 2011

Rabat Maroc / Morocco

Abstract

Film as an art form has played a significant role in entertainment and education in many African countries and world at large. As a communication medium, film informs, empowers and instigates change for people of various age, race, gender and class. Looking at the gender inequalities which exist, it is obvious that they have been a result of many factors including media which communicate such unbalanced relations and stereotypes. Many films produced in the post independence Africa did not address the issue of gender inequality but rather they were more concerned in addressing the consequences of slavery, colonialism, neo colonialism and imperialism. In the current neoliberal era, it is important to use films to deconstruct gender inequalities which are constructed through media. Understanding the direct relationship between gender and media communication, this paper addresses the dynamics in which gender relations can be reconstructed in the process of film making in Tanzania. It shows how such process can transform gender perceptions for both the audience and individuals involved the film making.