

EXAMINING THE FLOATING BODY IN THE HEGEMONIC OCEAN

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ABSTRACT

The modern world of absurd culture is fashionably viewed through media which embarks the productivity of objectification. Millions of increasing social site users promotes the highly targeted gender ostensibly a 'female'. It begins with the differentiation of the gender, as the women are being objectified at every step they take. Constant struggle of female from being object to the journey of objectified could be visualized through the paralysis of the dark world governed by patriarchy. The body has always been seen through distinct functions or it is materially created, presented, colonized, dressed and inscribed as object. This understanding of the body is not unique as with patriarchy this was undertaken by the male right to the appropriation of women's body. The body has always been the tool, instrument and object for the society but by the entrance of feminist theories the body is refigured and contemplated in neo form. The feminist like Simon de Beauvoir, Shulamith Firestone, Mary Wollstonecraft and other feminists has tried to construct the body in particular nature or cycle of body first by specifying its functional parts like menstruation, pregnancy, maternity, lactification, etc, becomes the limitations for the women's access for the rights. But in every era the female body is being transformed and recreated due to enormous burden given by misogynist. Therefore, the paper tends to bridge the lacuna created through the body which has been the object for centuries.

KEYWORDS: *Body, Objectification, Gender, Media Culture*

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