

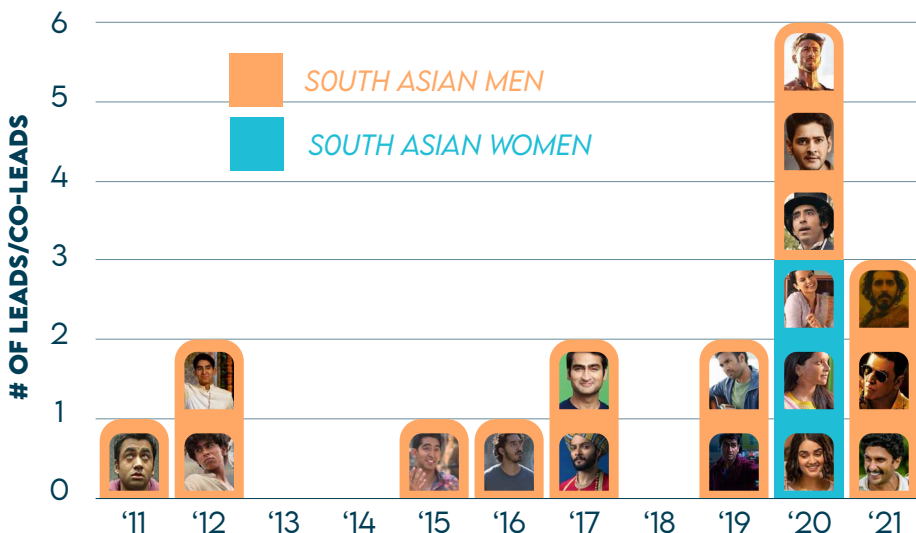
# SOUTH ASIAN WOMEN IN MEDIA



## FACTS

- The percentage of South Asian men in American TV and film matches their population in the US (2.3%), but South Asian women are vastly under-represented at 0.3% (Nielsen, 2021).
- When it comes to leads in the top 100 grossing US films of the last decade, South Asian men outnumber South Asian women five-to-one (The Rep Project 2022).
- South Asian women are commonly presented as stereotypes in US media– the “Exotic Love Interest,” the “Innocent Love Interest,” the “Medical Professional,” the “Naive Woman,” and the “Servile Woman” (Desai, 2017).
- South Asian women in film and TV typically have light skin, straight hair, and facial features resembling white standards of beauty (Sitaraman 2020).

SOUTH ASIAN LEADS IN THE TOP 100 FILMS BY GENDER, 2011-2021



## POSITIVE REPRESENTATIONS OF SOUTH ASIAN WOMEN IN MEDIA

- 1 **OLIVIA HANAN**  
*SEX EDUCATION*
- 2 **RHEA KUMAR**  
*SPIN*
- 3 **DEVI VISHWAKUMAR**  
*NEVER HAVE I EVER*
- 4 **MINDY LAHIRI**  
*THE MINDY PROJECT*
- 5 **LILLY SINGH,**  
*A LITTLE LATE WITH LILLY SINGH*

## ACTIVISTS & ORGANIZATIONS TO SUPPORT/FOLLOW

- @BROWNGIRLMAG
- @BENEATHTHESHEETZ
- @ANJALICHAKRA
- @BROWNGIRLGANG
- @ZHKDESIGNS
- @DIETPARATHA
- @ALOKVMENON
- @SHEERAHR
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