THE REPRESENTATION OF WOMEN IN THE DIGITAL LANDSCAPE OF IRAN AFTER THE DEATH OF MAHSA AMINI JUXTAPOSED WITH THE PROPAGANDA OF ISLAMIC REPUBLIC OF IRAN

WOMENLIFEFREEDOM

The Daltons

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INTRODUCTION

The death of Mahsa Amini in 2022 sparked protests, with women using social media to resist oppression. In contrast, the Iranian government used state-controlled media to promote traditional portrayals of women. This study addresses the question of how the representation of women in Iran's digital landscape after Mahsa Amini's death contrasts with the propaganda efforts of the Islamic Republic of Iran and what these differences reveal about the socio-political dynamics in Iran. The research also focuses on themes such as resistance, digital strategies, and generational divides, offering insights into how women's activism, identity, and power are shaped in Iran through digital media.

Goals

- **Creating Equality of Rights for Iranian Women**

- **Addressing Discrimination and Gender-Based Restrictions**

- **Challenging the Iranian Government's Portrayal**

Target

- Global Community

- Superpower Governments

- Feminist Groups

- International Organizations

Methodology

- Interview

- Social media VS. propaganda of Islamic republic of Iran

INTERVIEW

Resistance Tactics

Hashtags and Symbols

 - In my opinion, these hashtags—#MahsaAmini, #NikaShahkermy, #WomenLifeFreedom—became a voice full of pain and hope that resonated across the world, becoming a symbol of the fight for women's freedom and equality.

- We took off our mandatory hijabs and shared pics of ourselves without them. Some of us even burned our scarves, making a bold statement. Those posts went viral, sending one strong message: we're fighting for our freedom and to just be ourselves.
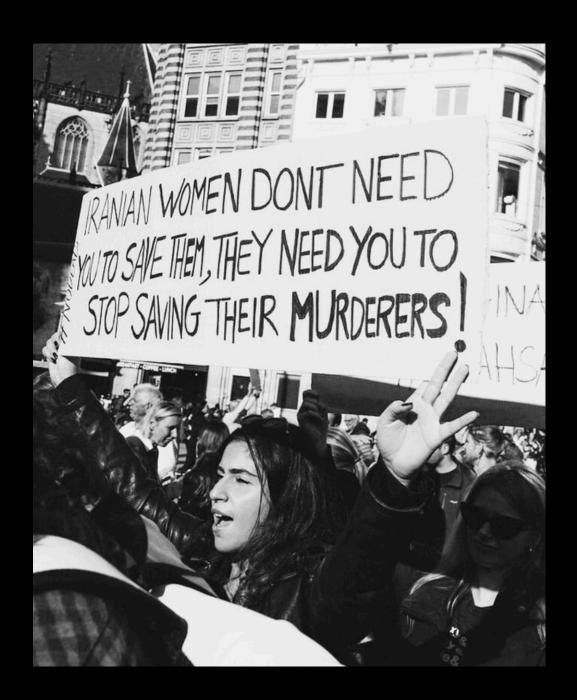
SOCIAL MEDIA VS. PROPAGANDA OF ISLAMIC REPUBLIC OF IRAN

Challenges & Limits

- Difficulty in communicating with people in Iran due to government surveillance and app restrictions.

- Limited resources on Iran's propaganda mechanisms.

- Blocking of social media platforms like Instagram and WhatsApp.

- Legal restrictions and fear of repercussions, discouraging collaboration.

Conclusion

This study examines the contrasting representations of women in Iran's digital landscape and state-controlled media after the death of Mahsa Amini. Women in Iran have used social media to challenge patriarchal norms and advocate for their rights, notably by removing their mandatory hijabs. In contrast, state media continue to portray women within traditional roles aligned with Islamic values. The analysis reveals a stark divide between grassroots activism, which calls for justice and freedom, and state propaganda aiming to maintain ideological control. The findings underscore the power of digital media in fostering resistance and social change in repressive contexts. Future research could explore the long-term effects of digital activism and censorship in Iran.

THANK YOU

FOR YOUR ATTENTION

DEDICATED TO ALL THE LOVED ONES WHO HAVE
LOST THEIR LIVES ALONG THIS JOURNEY