

## Chapter 5

# TRANSFORMATION OF FEMALE CHARACTERS IN HOLLYWOOD'S ACTION MOVIES: MAD MAX FURY ROAD<sup>1</sup>

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### INTRODUCTION

We can easily claim that in most of the world, the patriarchal system enables men to have power, money and authority. The film industry is not an exception. Throughout film history, male dominance always has structured film production and narrative codes. Many critics and film scholars indicate that popular cinema in general, especially Hollywood film presents the patriarchal capitalist ideology as the only address of satisfying the desires, soothing the fears and meeting the requirements of the society. Popular cinema hides its ideology through stylistic conventions such as narrative integrity, disguised cinematic techniques, identification and the atmosphere of the film to create the illusion of representing the facts objectively so that passive spectators can easily absorb the dominant ideology. According to Ryan and Kellner (1997), cultural representations play an important role in the shaping of society and its institutions. Therefore, it is vital to influence on the production of representations such as cinema to sustain and reinforce the power structure in society. We can trace the dominant patriarchal ideology in the representations in pop-

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