IMPACT OF FILM INDUSTRY ON WOMEN FREEDOM

[1]Miss Bushra Sheikh,
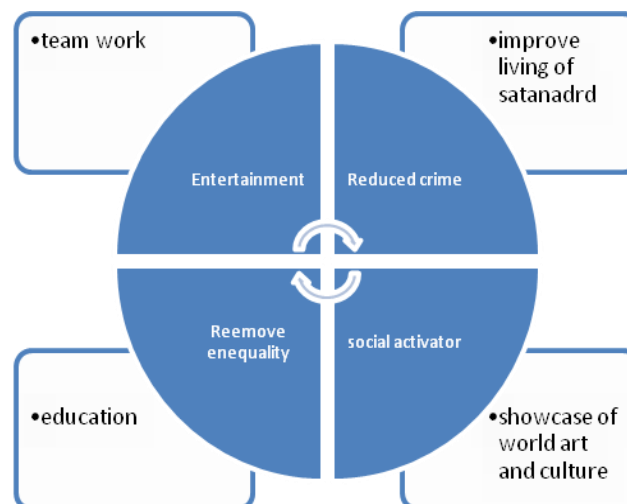Student of SOM, Renaissance University, Indore
[2]Dr. Manisha Pandey,
Associate Professor, SOM, Renaissance University, Indore

Abstract:- Film industry play a vital role on mental and physical sustainable freedom of women. It is a type of moving literature which creates image of society and vice versa as "Literature is the mirror of society". Parents generally restrict their daughter to do as their own interest, which create dissatisfaction in their daughter. But celebrities and endorser of this industries when comes on screen with different role, it creates faith on them and everyone wish to be like them in their life. This effect is not only on children and Youth but in their parents also. When a parents watch talent of any actor on screen and he/she realize that this kind of talent is in her/his child, they easily give permission to participate and perform on similar platform. Result of this occur that now they don't need to hide whatever they are doing out of their sight. Sometimes even they make much effort for their daughter and working of women's freedom restrict.
Keywords:- Negative liberty, Positive liberty, Social freedom, sustainable development; women, harassment.

1. INTRODUCTION

Just like two sides of a coin, there are also merits and demerits of flim. Though most of film industry concentrates on love between lead roles, these days many movies are coming with wonderful story lines and is influencing youth to focus on life goals rather than just concentrating on love phase. Several Indian movies on current issues are thought provoking and are highlighting the mistakes people are doing. For example, 'Shatamanambhavathi' movie highlights the plight of parents that are left behind by abroad-settled children. Movies are a great source of entertainment. People can relive from stress and pressure at work or studies by watching movies. Through movies, cultures are depicted wonderfully. Hence, a movie increases cultural sensitivity. Many movies are made to promote social awareness.

1.1 Impact of Film Industries in Women Life

- **Socializing Activators:** Films are social activators; they allow even unknown people to mingle with each other. This common factor can initiate or sustain a conversation with stranger. We have opinions about film industries and these also help in socialization through conversation and debate. The film industry is a social art form which brings together all genres of people even if they have different views about film industry.

- **Lesson of Teamwork:** a film industry is a collaborative work, it requires actors, directors, makeup artist, writers, technicians and others. When this film industry is applauded by all is shows the power of teamwork. It is also a lesson for all, that teamwork pays. Some films are based on theme of teamwork. This come across the audience as they visually experience the lesson as compare to bookish lesson.
- **Movies Stir Our Imagination:** The most extreme, most unbelievable things are shown in film industry. Some films are based on comic book character, adaptations of novel. They bring to life the inanimate and it requires imagination. Both the viewer and film director conceive ideas towards their own personal objectives.
- **Films educate us:** Films are a platter of various discipline, they show us history, culture, science, technology and politics. We come to know about the past, present and the future. Visual medium is a means of better education as we retain information for a long time.
- **Art Form:** Films are a universal art form, a platform where you can express and communicate your thoughts and emotions. These inspire others to create their own unique art of presentation.
- **Film industry is mirror to society:** Films are inspired from our daily life. Various films depict historical, mythological, scientific and social themes. This is reflections of society both present and past. They create awareness build civic sense, ensure public morality.
- **Entertainment:** Film industry is source of popular entertainment .from the moment we indulge in watching a film we are transformed into a new world. Everybody wants to relax and be amused. The audition laugh and share the emotion this collective effort experience by the viewers makes the experience more entertaining and enjoyable.

2. LITERATURE REVIEW

Weatherly and Otter (2011) explained the concept of social-cultural environment at a macro level. They propose that the socio-cultural environment contains: the whole range of behaviors and relationships in which individuals engage in their personal and private lives, including the demographic characteristics, values and attitudes and lifestyles and relationships. Culture may be defined as "the way of life of people, including their attitudes, values, beliefs, arts, sciences, modes of perception and habits of thought and activity" (Akuoko, 2008). In this context, a culture defines how individuals live and behave in an environment and how their perceptions are shaped.

Distinctive, spiritual, material, intellectual and emotional features that characterize a society or a social group form part of socio-cultural practices. 312 A. Jain et al. Florea and Florea (2011) suggest that the socio-cultural environment consists of representations of individual and group behavior reflecting attitudes, values and habits. This research suggested life style, value system, and people's attitude regarding business, work, government, administration, social security, ethnic problems, and the attitude towards saving money as the most important social and cultural factors having a significant influence on business environment and company development.

Some other important factors that may be included are education, free time and agreement activities, the attitude for quality products, domestic migration, immigration, ethnic minorities, the environmental protection, etc. The term celebrity refers to an individual who is known to the public (actor, sports figure, entertainer, etc.) for his or her achievement in areas other than that of the product class endorsed (Friedman and Friedman, 1979). One concern about consumer socialization is the undesirable influence of advertising on young people's preference for material goods as a means of achieving success, happiness, and self-fulfillment.

The adoption of materialistic values by young people affects the balance between the private and public choices that children make throughout life (Goldberg et al., 2003). The issue of celebrity is worth analysis as these new stars have definite influence on the lives of teens today. Gaur et al. (2012) validated Ohanian's (1990) celebrity endorsers' credibility scale which measures source credibility on three dimensions called perceived expertise, trustworthiness, and attractiveness, in the context of an emerging economy using two

Indian celebrities as stimuli and collected data from a sample of young Indians who are relatively more susceptible to celebrities' influence.

The modified scale validated can be used in an Indian context as well as in countries similar to India for identifying the most suited celebrity endorser. Celebrities often become their own brands, and they can affect the spending habits of many. Also, as many celebrities become role models for teens, social behaviours and expectations may predispose youth to adopting behaviours similar to that of the celebrity.

2.1 Objective of the Study

Women empowerment it is necessary to deal with the present situation of women in India. The primary goal of films for women is to improve the quality of life of women but it has also deep ramifications in social, economic and political scenario of body polity.
Film industry helps on their ability to communicate and express their thoughts.
- To study the impact of film industry on women sustainable freedom.
- To evaluate underline factors of film industry on women sustainable freedom.
- To evaluate significant difference of views of different gender.
- To evaluate significant difference of view of different age.

2.1 Hypothesis
- There is no significant difference of level of impact of film industry on women sustainable life in different gender.
- There is no significant difference of level different age.

3. RESEARCH METHODOLOGY:
- **The Study:** The study will be exploratory in nature with survey being used as data collection method to complete the study. The data was collected on 1 to 5Likert's scale.
- **Research Design:** The study will be based on exploratory technique which will further followed by descriptive method.
- **Nature and Source of Data/Information:** Nominal data was used in the survey for the study. The data was collected through self-administered questionnaire based on 1 to 5 Liker scales where 1 indicates minimum agreement of the statement and 5 indicates maximum agreement of the statement.
- **Population:** It included all the residents of Indore region.
- **Sample element:** Individual residents of Indore.
- **Sample size:** The overall sample size for the study was approached 200 person in which 125 was found completed. Sample was divided into various demographic groups.
- **Sampling technique:** Non-probability, convenient and purposive sampling technique was used.
- **Tools Used For Data Collection:** A self-designed questionnaire was used to collect the data.
- **Tools Used For Data Analysis:** Item to total correlation will be applied to check the consistency of questionnaire. Reliability will be checked through Cronbach Alpha by using SPSS 16. Factors analysis will be applied to identify underlying factors. T-Test and ANOVA was used to evaluate significant difference between different demographic groups.

4. RESULTS & ANALYSIS
4.1 Reliability
Reliability and Validity are important aspects of research in the human services field. Without reliability and validity researchers results would be useless. This paper will define the types of reliability and validity and give examples of each. Examples of a data collection method and data collection instruments used in human services and managerial research will be given. This paper will look into why it is important to ensure that these data collection methods and instruments are both reliable and valid.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.902	.922	39

Intrac-lass Correlation Coefficient

	Intraclass Correlation[a]	95% Confidence Interval		F Test with True Value 0			
		Lower Bound	Upper Bound	Value	df1	df2	Sig
Single Measures	.191[b]	.152	.242	10.223	117	4446	.000
Average Measures	.902[c]	.875	.926	10.223	117	4446	.000

Two-way mixed effects model where people effects are random and measures effects are fixed.

a. Type C intraclass correlation coefficients using a consistency definition-the between-measure variance is excluded from the denominator variance.

b. The estimator is the same, whether the interaction effect is present or not.

c. This estimate is computed assuming the interaction effect is absent, because it is not estimable otherwise.

4.2 Factor Analysis

Factor analysis is a statistical method used to describe variability among observed, correlated variables in terms of a potentially lower number of unobserved variables called factors. For example, it is possible that variations in six observed variables mainly reflect the variations in two unobserved (underlying) variables. Factor analysis searches for such joint variations in response to unobserved latent variables. The observed variables are modelled as linear combinations of the potential factors, plus "error" terms. Factor analysis aims to find independent latent variables.

4.3 KMO and Bartlett's Test

This table shows two tests that indicate the suitability of your data for structure detection. The Kaiser-Meyer-Olkin Measure of Sampling Adequacy is a statistic that indicates the proportion of variance in your variables that might be caused by underlying factors. High values (close to 1.0) generally indicate that a factor analysis may be useful with your data. If the value is less than 0.50, the results of the factor analysis probably won't be very useful.

Bartlett's test of sphericity tests the hypothesis that your correlation matrix is an identity matrix, which would indicate that your variables are unrelated and therefore unsuitable for structure detection. Small values (less than 0.05) of the significance level indicate that a factor analysis may be useful with your data.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.851
Bartlett's Test of Sphericity	Approx. Chi-Square	3.176E3
	Df	741
	Sig.	.000

5. COMMUNALITIES

Communality is a squared variance-accounted-for statistic reflecting how much variance in measured variables is reproduced by the latent constructs (e.g., the factors) in a model. Conversely, communality can be conceptualized as how much of the variance of a measured/observed.

5.1 Factor

Communalities					
variable	Initial	Extraction	variable	Initial	Extraction
VAR00001	1.000	.639	VAR00021	1.000	.706
VAR00002	1.000	.660	VAR00022	1.000	.763
VAR00003	1.000	.755	VAR00023	1.000	.620
VAR00004	1.000	.729	VAR00024	1.000	.691
VAR00005	1.000	.690	VAR00025	1.000	.737
VAR00006	1.000	.720	VAR00026	1.000	.699
VAR00007	1.000	.729	VAR00027	1.000	.722
VAR00008	1.000	.664	VAR00028	1.000	.678
VAR00009	1.000	.647	VAR00029	1.000	.576
VAR00010	1.000	.639	VAR00030	1.000	.691
VAR00011	1.000	.685	VAR00031	1.000	.752
VAR00012	1.000	.696	VAR00032	1.000	.745
VAR00013	1.000	.500	VAR00033	1.000	.722
VAR00014	1.000	.706	VAR00034	1.000	.763
VAR00015	1.000	.689	VAR00035	1.000	.784
VAR00016	1.000	.668	VAR00036	1.000	.754
VAR00017	1.000	.784	VAR00037	1.000	.726
VAR00018	1.000	.731	VAR00038	1.000	.681
VAR00019	1.000	.735	VAR00039	1.000	.519
VAR00020	1.000	.590			
Extraction Method: Principal Component Analysis.					

5.2 Analysis Table With Eigen value and Factor loading

Factor name	Eigen values		Variables converged	Loading
	Total	% Variance		
Edification	4.712	13.463	Films help girls to be multitasking	.824
			film misguide girls.	.787
			Films make girls emotionless.	.724
			Film industry Influences adaptation of smoking/drinking/drugs.	.724
			.Films make girls to be beauty conscious.	.677
			Films help girls to be judgmental.	.513
			Films industry also helped to improved education system.	.501
Approve	2.692	7.690	Movies play role to adopt western culture.	.796
			Movies distract from studies.	.676
			Film industry influences unsafe stunt.	.619
			Make curiosity of glamorous life	.512
Self Interested	2.622	7.491	Films make girls selfish.	.736
			Films make girls emotionless.	.702

			Films make girls self obsessed.	.684
			Films make girls short tempered	.586
Latent Potential	2.248	6.423	After watching movie women have realized their hidden potential.	.841
			After watching movie women wish to became skilled.	.692
			. Films have created a dressing sense depending on the occasion.	.492
Enhancing	1.952	5.578	Films industry generates the employment.	.745
			Films industry also helped to improved education system.	.630
			. Films have converted the orthodox mind set into a modern mind set	.597
Brutal	1.947	5.563	Films taught how to use abusive language.	.827
			Film make girls violent	.623
			Films make girls manner less.	.411
Awake	1.889	5.396	Films helps girls to be health conscious	.690
			Film industry influences unsafe stunt.	.628
			Films help girls to be visionary	.567
Self - Regulating	1.853	5.293	Film industry help girls to be decisive	.613
			After watching movies women think to became independent.	.489
			After watching film girls have gain confidence to develop themselves.	-.410
Consequence	1.688	4.824	Films industry effect the environment.	.799
Fairness	1.632	4.662	. Films industries have edit to the concept of gender equality.	.764
			. Society perception about women have changed after some movies.	.474
			Acts of movies motivated women to self defense.	.420
broad minded	1.232	3.519	After watching films parents became broad minded	.740

Scree Plot

Above figure of scree plot reveiled that the shape of plot is eqevalnt to albo and after seven factor it does straight .This is another way to find out number of factors in the study

5.3 T-Test

A t-test is a type of inferential statistic used to determine if there is a significant difference between the means of two groups, which may be related in certain features. It is mostly used when the data sets, like the data set recorded as the outcome from flipping a coin 100 times, would follow a normal distribution and may have unknown variances. A t-test is used as a hypothesis testing tool, which allows testing of an assumption applicable to a population

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Impact of film industry on women freedom	1	58	1.1719E2	30.08902	3.95088
	2	68	1.2112E2	29.76501	3.60954

Above table indicate there is not sufficient difference in mean score of male and female.

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Impact of film industry on womenfreedom	Equal variances assumed	.119	.730	-.735	124	.464	-3.92799	5.34684	-14.51088	6.65490

Independent Samples Test

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		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Impact of film industry on womenfreedom	Equal variances assumed	.119	.730	-.735	124	.464	-3.92799	5.34684	-14.51088	6.65490
	Equal variances not assumed			-.734	120.464	.464	-3.92799	5.35147	-14.52312	6.66713

Since F value is .119 which is insignificant at .730 hence equal variances assume to be taken to T-test .T-test in the row of equal variances assume is -.735 which is again insignificant at .464 it means both the gender have same perception when considered impact of film industry on sustainable freedom

5.4 Univariate Analysis of Variance
Levene's Test of Equality of Error Variances[a]

Dependent Variable:Impactoffilmindustryonwomenfreedom

F	df1	df2	Sig.
1.309	42	82	.149

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + Age + Gender + Qualification + Profession + Age * Gender + Age * Qualification + Age * Profession + Gender * Qualification + Gender * Profession + Qualification * Profession + Age * Gender * Qualification + Age * Gender * Profession + Age * Qualification * Profession + Gender * Qualification * Profession + Age * Gender * Qualification * Profession

5.5 Not Significant value of F so all demographic groups have similar perception.
Tests of Between-Subjects Effects

Dependent Variable: Impact of film industry on women freedom

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	30822.050a	42	733.858	.747	.850
Intercept	336936.410	1	336936.410	342.804	.000
Age	2182.568	4	545.642	.555	.696
Gender	5.005	1	5.005	.005	.943
Qualification	2134.175	4	533.544	.543	.705
Profession	2600.190	4	650.047	.661	.621
Age * Gender	56.135	1	56.135	.057	.812

Age * Qualification	832.410	2	416.205	.423	.656
Age * Profession	1014.548	2	507.274	.516	.599
Gender * Qualification	137.944	2	68.972	.070	.932
Gender * Profession	990.408	3	330.136	.336	.799
Qualification * Profession	3576.090	5	715.218	.728	.605
Age * Gender * Qualification	.000	0	.	.	.
Age * Gender * Profession	1059.889	1	1059.889	1.078	.302
Age * Qualification * Profession	.000	0	.	.	.
Gender * Qualification * Profession	537.880	2	268.940	.274	.761
Age * Gender * Qualification * Profession	.000	0	.	.	.
Error	80596.462	82	982.884		
Total	1892031.000	125			
Corrected Total	111418.512	124			

a. R Squared = .277 (Adjusted R Squared = -.094)

Not Significant difference in perception of different set of pair.

5.6 Post Hoc Tests Qualification

Multiple Comparisons							
Dependent Variable:Impactoffilmindustryonwomenfreedom							
	(I) Qualification	(J) Qualification	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Dunnett T3	1	2	-36.6059	46.63004	.960	-1395.1067	1321.8949
		3	-42.6538	46.79269	.932	-1358.3523	1273.0446
		4	-26.3667	46.77098	.991	-1347.6415	1294.9081
		5	-17.0000	46.90807	.999	-1303.7088	1269.7088
	2	1	36.6059	46.63004	.960	-1321.8949	1395.1067
		3	-6.0480	6.27827	.978	-25.2301	13.1342
		4	10.2392	6.11440	.633	-8.1564	28.6348
		5	19.6059	7.08714	.118	-3.1690	42.3808
	3	1	42.6538	46.79269	.932	-1273.0446	1358.3523
		2	6.0480	6.27827	.978	-13.1342	25.2301
		4	16.2872	7.25125	.268	-5.7668	38.3412
		5	25.6538*	8.08841	.046	.3460	50.9617
	4	1	26.3667	46.77098	.991	-1294.9081	1347.6415
		2	-10.2392	6.11440	.633	-28.6348	8.1564
		3	-16.2872	7.25125	.268	-38.3412	5.7668
		5	9.3667	7.96188	.921	-15.5076	34.2409
	5	1	17.0000	46.90807	.999	-1269.7088	1303.7088
		2	-19.6059	7.08714	.118	-42.3808	3.1690
		3	-25.6538*	8.08841	.046	-50.9617	-.3460
		4	-9.3667	7.96188	.921	-34.2409	15.5076

Dunnett t (2-sided)[a]	1	5	-17.0000	24.28436	.878	-77.0645	43.0645
	2	5	19.6059	10.48102	.188	-6.3177	45.5295
	3	5	25.6538	13.18692	.163	-6.9625	58.2702
	4	5	9.3667	12.79898	.861	-22.2901	41.0235
Based on observed means. The error term is Mean Square(Error) = 982.884.							
*. The mean difference is significant at the .05 level.							
a. Dunnett t-tests treat one group as a control, and compare all other groups against it.							

Not Significant difference in perception of different qualification.

5.7 Profession

Multiple Comparisons

Dependent Variable: Impact of film industry on women freedom	(I) Profession	(J) Profession	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Dunnett T3	1	2	-15.8074	7.48817	.324	-37.8167	6.2018
		3	7.7917	9.55830	.991	-23.6442	39.2275
		4	-17.1250	23.16670	.988	-138.5972	104.3472
		5	-8.9676	7.53345	.924	-31.0491	13.1140
	2	1	15.8074	7.48817	.324	-6.2018	37.8167
		3	23.5991	8.43606	.155	-6.5276	53.7258
		4	-1.3176	22.72667	1.000	-126.7661	124.1310
		5	6.8398	6.04638	.946	-10.5076	24.1873
	3	1	-7.7917	9.55830	.991	-39.2275	23.6442
		2	-23.5991	8.43606	.155	-53.7258	6.5276
		4	-24.9167	23.49022	.925	-144.3011	94.4678
		5	-16.7593	8.47628	.465	-46.8594	13.3409
	4	1	17.1250	23.16670	.988	-104.3472	138.5972
		2	1.3176	22.72667	1.000	-124.1310	126.7661
		3	24.9167	23.49022	.925	-94.4678	144.3011
		5	8.1574	22.74164	1.000	-117.1392	133.4540
	5	1	8.9676	7.53345	.924	-13.1140	31.0491
		2	-6.8398	6.04638	.946	-24.1873	10.5076
		3	16.7593	8.47628	.465	-13.3409	46.8594
		4	-8.1574	22.74164	1.000	-133.4540	117.1392
Dunnett t (2-sided)[a]	1	5	-8.9676	7.69123	.659	-28.4720	10.5368
	2	5	6.8398	6.69074	.756	-10.1273	23.8070
	3	5	-16.7593	13.49131	.606	-50.9722	17.4536
	4	5	8.1574	16.24569	.976	-33.0404	49.3552

Multiple Comparisons

Dependent Variable: Impact of film industry on women freedom

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		2	1.3176	22.72667	1.000	-124.1310	126.7661
		3	24.9167	23.49022	.925	-94.4678	144.3011
		5	8.1574	22.74164	1.000	-117.1392	133.4540
	5	1	8.9676	7.53345	.924	-13.1140	31.0491
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	4	5	8.1574	16.24569	.976	-33.0404	49.3552

Based on observed means.
The error term is Mean Square(Error) = 982.884.

a. Dunnett t-tests treat one group as a control, and compare all other groups against it.

Not Significant difference in perception of different profession.

6. CONCLUSION

Study concluded that film industry equally influences to all age groups, both gender male and female influences equally by watching movies. Similarly people of all professions, whether they may be teacher, administrative, professionals, and all have same cognition by watching any movement of movies.

7. SUGGESTION

- Indian Film industry is changing for good. But still there are many elements that need to be changed for the betterment of society.

- Filmmakers need to realize their responsibility towards society, instead of just concentrating on success.
- Film industry helps women empowerment it is necessary to deal with in India.
- It can be noted that with help of film industry there will be growth of women education, in fact every people weather male, female, any professionals everybody influences the film industry.
- In all Spheres of life whether for controlling population growth, spread of literacy or improving quality life for vast masses, women have crucial role to play, where the women became conscious of their strength and face by marginalize by male domination.

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