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Are the slogans of the Aurat March controversial or are they made controversial

## OUTLINE

### I- Introduction

Slogans of the Aurat March are made controversial by external factors such as, indecent campaign on social media, resistance of a conservative body etc. However, some disagree with this notion and believe that slogans are inherently controversial.

### II- Overview of Aurat March and controversy surrounding to its slogans

International day for women's rights (8<sup>th</sup> March);  
Mera Jism Meri Marzi (My Body, My choice); Apna khona khud gayam karo; Mask uper Ankhain neechy.

### III- Slogans made controversial by external factors (Thesis)

A- Sensational campaign against the slogans on social media; The Aurat March by Shama Dossa (2021)

B- Manipulation of slogans in political campaign to attract voters; Girls at dhabas (roadside cafe) in 2018 election

D- Sexual impropriety that characterized the slogans of March; publicly shared; Kishwar Naheed (2019)

E- Global #MeToo Movement based controversial slogans of Aurat March; Meesha Shafi case (2022)

F- Disconnected liberals and proletariat class made the slogans controversial; Aurat Azadi March mural (2020)

IV- Slogans of Aurat March are inherently controversial (Anti-thesis)

A- Conservative ideologies of Aurat March made slogans controversial;

B- Usage of provocative root-words to attract public attention

C- Polarization of opinions and debates made slogans inherently controversial

V- Seeking common ground in addressing this controversy

A- Recognition of collective interest of all gender

B- Implementation of "Maternity & Paternity leave Bill, (2023)"

C- Encourage accurate interpretation of slogans

D- Minimize sensationalism on media and social media.

VI- Conclusion

The essence of above discourse evinced that slogans of Aurat March are made controversial by external factors.