



'La casa de papel', 'Rita' and 'Merlí': between new narratives and old patriarchates [

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Analítica

 Netflix has been challenging, in a way, some of the traditional roles that women occupy in the media. He has incorporated series that have sought to destabilize classic sexist stereotypes to propose new prominence, other perspectives and various possibilities of being heroines. In this article we work with three series that present new narrative perspectives for women and centralize much of the argument in them: Rita, La Casa de Papel and Merlí. These are three stories created outside the imperialist productions and even the English language. From a Critical Analysis of the Discourse based on the feminist methodology, we analyze the constructions of women that are presented in these fictions, as well as the sexist stereotypes that are put into play, are challenged and formulated within the framework of these three programs. From the analysis of media content, we focus on the social representations of gender that are produced and materialized in the new commitment of the cultural industry

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