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First Year (For FY.BSC General)
SOC11303: Gender and Media (OE)
(Semester I)

Program: BA
Program Specific: BA (Sociology)
Course Type: OE
Paper: Gender and Media

Credits: 2
Time: 2 Hours
Max. Marks: 30
SET: A

Instructions to the candidate:

- 1) All questions are compulsory.
- 2) Figures to the right indicate full marks.
- 3) Draw a well labelled diagram wherever necessary.

SECTION: A

Q1) Answer the following (Attempt 5/7)

[5 X 1= 5]

- 1) Which are the types of media?
a) News Media b) Print Media c) Broadcast media d) all are correct
- 2) From the following which are the types of social media?
a) Facebook b) Instagram c) X (Twitter) d) All are correct
- 3)is used for the communication, storage and information transformation?
a) The Media b) education c) sports d) All are correct
- 4) News is a Public good.
a) True b) false
- 5) The idea of capitalism is based on-
a) Equal distribution b) profit making c) Non commercialization d) None
- 6) Gender is –
a) Biological b) Natural c) Constant d) Socio-cultural
- 7) What is the social process through which gender roles are specified?
a) Feminization b) social change c) social mobility d) socialization

SECTION: B

Q2) Answer the following (Attempt any 5/7)

[5 X 1 =5]

- 1) Media is one of the pillar of-
- 2) Filter bubble term used for?
- 3) The objective facts have less influence than the emotions and personal beliefs is the example of-
- 4) What is the social process through which gender roles are learned?
- 5) Majority of the times the portrayal of women in the mainstream media shows women in the most domesticated and secondary roles. The reason for this is-
- 6) What is the culturally produced fear or prejudice against homosexuality?
- 7) What is the meaning of gender?

SECTION: C

Q3) Answer the following/Write short notes on following (Attempt any 2/4)

[2 X 5 = 10]

- 1) Write two characteristics of Post truth world.
- 2) What is purpose behind the inclusion of 'Gender and Media' in the curriculum?
- 3) How Media brings social change.
- 4) Why media literacy is important?

SECTION: D

Q4) Answer the following (Attempt any 1)

[1X 10 = 10]

- 1) Elucidate media portrayal of Masculinity.
- 2) Explain tools of socialization.
- 3) Explain relations between media and capitalism.
- 4) Define 'backfire effect'
