



Total No. of Questions: 3 / 17

Total No. of Pages:

FIRST YEAR (Class)
COURSE CODE: 24SOC12303
COURSE NAME: Gender and Media
(Semester II)

Program: B.Sc.
Program Specific: Biotechnology
Course Type: Regular
Paper: OE

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.

Q1) Attempt ANY SIX of the following:

[6 X 2 = 12]

- a) Types of Media
- b) Backfire effect
- c) Capitalism
- d) Corporations/Companies
- e) Socialization
- f) Audience
- g) Public good
- h) source amnesia

Q2) Attempt ANY THREE of the following:

[4 X 3 = 12]

- a) Elucidate 'Post truth and role of Psychological factors'
- b) State any three characteristics of Post Truth world.
- c) Write the purpose behind the inclusion of 'Gender and Media' in the curriculum.
- d) Discuss Media portrayal of Masculinity.
- e) Elucidate Media portrayal of Feminine identity.

Q3) Attempt ANY TWO of the following:

[2 X 3 = 06]

- a. Define 'Gender'
- b. Write the tools of socialization
- c. State meaning of 'Fake News'.
- d. Describe meaning of Filter Bubble
