

2024
SRCMUJ
4th Semester Examination
M.A.
Journalism and Mass Communication
JMC-403
Theoretical -- Media and Gender Studies

Full Marks: 40

Time: 2 Hours

The figures in the margin indicate full marks. Candidates are required to give their answers in their own words as far as practicable.

1. Answer any two of the following questions. 5×2

- a) Queer theory
- b) Populism
- c) Women empowerment
- d) Women's movements

2. Answer any three of the following questions. 10×3

- a) Briefly discuss the representation of women in Indian daily soaps.
- b) Explain both positive and negative gender representations in new media platforms.
- c) What is commodification of femininity in advertisements? Discuss with suitable examples.
- d) Mediatisation of gendered world – Explain with examples.
- e) What are the key indicators of success for tribal women's empowerment through media?