

2025
SRMUJ
4th Semester Examination
M. A.
Journalism and Mass Communication
JMC-403
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) Masculinity
 - (b) Gender and advertisement
 - (c) Patriarchy
 - (d) Gender Socialization
- 2. Answer any three of the following questions : 10×3**
- (a) Discuss the impact of female social media influencers on their followers with suitable examples.
 - (b) How media and communication can be used in a rural village where women face multiple challenges such as limited access to education, early marriage and restricted participation in decision-making?
 - (c) How can mass media be used as a tool to promote gender equality and women's empowerment?
 - (d) How can social media coverage influence perception of female users?
 - (e) Analyze the representation of women on television serials with examples.