

Allama Iqbal Open University, Islamabad
(Department of Gender & Women Studies)

WARNING

1. **PLAGIARISM OR HIRING OF GHOST WRITER(S) FOR SOLVING THE ASSIGNMENT(S) WILL DEBAR THE STUDENT FROM AWARD OF DEGREE/CERTIFICATE, IF FOUND AT ANY STAGE.**
2. **SUBMITTING ASSIGNMENTS BORROWED OR STOLEN FROM OTHER(S) AS ONE'S OWN WILL BE PENALIZED AS DEFINED IN "AIOU PLAGIARISM POLICY".**

Course: Women and Media (C-874)
Level: M.Sc.
Total Marks: 100

Semester: Spring, 2013
Credit Hours: 03
Pass Marks: 40

Guidelines for Assignment Preparation

As this is a take home type examination, you are free to use books. However don't copy your answers. Write in your own words. Copying from internet is not allowed. Typed assignments are not accepted. Please arrange your answer with an introduction, main discussion with sub topics and conclusion. If reference of other research is being quoted, it should be properly acknowledged. All questions carry equal marks.

Assignment No.1
Unit (1-5)

Note:-All questions are compulsory and carry equal marks

- Q.1 Discuss the fundamental roles of mass media especially the role of media in the process of bringing a social change .Give relevant examples. 20marks
- Q.2 Define feminist media. Compare and contrast various feminist perspective regarding the women's portrayal in media. 20 marks
- Q.3 Explain the concept of identification .What are the factors that make the TV characters more appealing as role models? 20 marks
- Q.4 Discuss women's portrayal in Pakistani cinema .Outline a few remedies to bring a positive change in their portrayal in films? 20 marks
- Q.5 Write notes on the following: 10+10 marks
- a. Gerbner's Cultivation Theory
 - b. Gender Discrimination in Media

Assignment No.2

Unit (6–9)

Note:-All questions are compulsory and carry equal marks

- Q.1 Discuss the Objectification of women in advertising and who benefits the most by projecting women as sex objects? 20 marks
- Q.2 Explain media censorship? Discuss the advantages and disadvantages related with media censorship. 20 marks
- Q.3 Define cyber feminism? What are the impediments faced by women in the use of ICTs in cyberspace. 20 marks
- Q.4 Elaborate on the obstacles being faced by Pakistani women in the field of journalism. 20 marks
- Q.5 Write notes on the following: 10+10 marks
- a) Code of ethics for Pakistani print media
 - b) Media Literacy