

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".**

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 acknowledge. All questions carry equal marks.

Course: Women and Media (874)
Level: M.Sc

Semester: Spring, 2014
Total Marks: 100
Pass Marks: 40

ASSIGNMENT No. 1
(Units 1–5)

- Q.1 What are the various societal roles of mass media? Explain how media can contribute in bringing a social change? (20)
- Q.2 Explain the fundamentals of feminists 'critique regarding portrayal and participation of women in the print and electronic media. (20)
- Q.3 Define Feminist media. Compare and contrast liberal and radical feminist perspective regarding the women's portrayal in media. (20)
- Q.4 Define audience identification. Also explain the factors which make TV characters more appealing as role models. (20)
- Q.5 Discuss how women are portrayed in Pakistani commercial theatre and cinema. (20)

ASSIGNMENT No. 2
(Units 6–9)

Total Marks: 100

Pass Marks: 40

- Q.1 Discuss the dynamics of the commercial triad of advertiser, producer and the audience. With reference to the objectification of women in advertising. (20)
- Q.2 What is media censorship? Discuss the advantages and disadvantages related with media censorship. (20)
- Q.3 Give a detailed account of obstacles faced by women journalists, especially with reference to Pakistani society. (20)
- Q.4 Define cyberfeminism. Explain which factors in cyberspace discourage women to use the ICTs. (20)
- Q.5 Write notes on the following: (20)
- a) Media literacy
 - b) Code of ethics for print media