

KAMARAJ COLLEGE (Autonomous)

Accredited with A+ Grade by NAAC

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)

(4 Pages)

Reg. No:.....

Question Code: 26E02809

Course Code: 24USVC22/25USVC22

UG Degree - End Semester Examinations, April 2026

Second Semester

B.Sc., VISUAL COMMUNICATION

Media and Gender Studies

(For those who joined in July 2024 and June 2025 onwards)

Time : 3Hours

Maximum : 75 Marks

PART - A (10 × 1 = 10 Marks)

Answer ALL Questions

Choose the correct answer :

- CO:1 1. Patriarchy refers to a social system where _____.
K:1 (a) Women dominated (b) Men hold primary power society
(c) Adult control society (d) Equality exists
- CO:1 2. Gender sensitization mainly aims to _____.
K:2 (a) Create stereotypes (b) Increase awareness about gender equality
(c) Ignore gender differences (d) Promote discrimination
- CO:2 3. Media representation influences _____.
K:1 (a) Audience perception of gender roles (b) Weather conditions
(c) Biological differences (d) Economic systems
- CO:2 4. Which media form is considered traditional media?
K:2 (a) Social media (b) Television
(c) Online streaming (d) Digital platforms
- CO:3 5. Masculinity in media generally refers to _____.
K:1 (a) Representation of male identity (b) Female leadership
(c) Neutral identity (d) Non-binary representation

- CO:3 6. The concept of male gaze was introduced in _____.
K:2 (a) Feminist media theory (b) Political theory
(c) Economic theory (d) Cultural geography
- CO:4 7. Media often acts as an agent in the _____ of gender roles.
K:1 (a) Destruction (b) Construction
(c) Isolation (d) Removal
- CO:4 8. Publicity in media mainly aims to _____.
K:1 (a) Educate only (b) Entertain only
(c) Promote products, Ideas or Identities (d) Eliminate consumer culture
- CO:5 9. Feminist media theories mainly focus on _____.
K:2 (a) Economic systems (b) Representation and power relations
(c) Medical sciences (d) Political administration
- CO:5 10. Gender representation in cinema often reflects _____.
K:1 (a) Social and cultural values (b) Scientific laws
(c) Mathematical rules (d) Geographical conditions

PART - B (5 X 5 = 25 Marks)

Answer ALL Questions choosing either (a) or (b).

Answer should not exceed 250 words.

- CO:1 11. (a) Explain the difference between sex and gender with
K:3 examples.

(OR)

- (b) Discuss the role of gender sensitization in reducing stereotypes.

- CO:2 12. (a) Explain how media reinforces or challenges gender
K:3 stereotypes.

(OR)

- (b) Apply the concept of gender representation in advertising with examples.

- CO:3 13. (a) Analyze the representation of masculinity in media.
K:4

(OR)

(b) Examine the representation of the third gender in media.

CO:4 14. (a) Analyze the social construction of gender through media.

K:4

(OR)

(b) Critically examine gendered representation in advertisements or television programs.

CO:5 15. (a) Analyze the role of feminist media theories in understanding gender representation.

K:4

(OR)

(b) Examine gender stereotypes in popular cinema.

PART - C (5 X 8 = 40 Marks)

Answer ALL Questions choosing either (a) or (b).

Answer should not exceed 500 words.

CO:1 16. (a) Evaluate the impact of patriarchy on gender roles and identity in society.

K:5

(OR)

(b) Critically evaluate the concept of gender inequality and strategies for empowerment.

CO:2 17. (a) Evaluate the role of media in shaping gender perceptions in society.

K:5

(OR)

(b) Critically analyze gender segregation in films, advertisements and news media.

CO:3 18. (a) Develop a media literacy framework to improve understanding of gender representation.

K:6

(OR)

(b) Design a media campaign promoting inclusive representation of men and the third gender.

CO:4 19. (a) Evaluate the politics of media representation in shaping gender norms.

K:5

(OR)

(b) Critically analyze gender portrayal in Film.

CO:5 20. (a) Develop a feminist film analysis framework to study gender representation in cinema.
K:6

(OR)

(b) Create a comparative study outline showing historical changes in gender roles from ancient to modern media.