



BRAINWARE UNIVERSITY

Library
Brainware University
398, Ramkrishnapur Road, Barasat
Kolkata, West Bengal-700125

Term End Examination 2024-2025
Programme – B.Sc.(MSJ)-Hons-2023
Course Name – Media, Gender and Human Rights
Course Code - BMJ30109
(Semester III)

Full Marks : 60

Time : 2:30 Hours

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question)

1 x 15=15

1. Choose the correct alternative from the following :
 - (i) Identify the notional concept where the terms masculinity and femininity are most closely linked.
 - a) Sexism
 - b) Patriarchy
 - c) Gender
 - d) Sex
 - (ii) Identify the role of gender.
 - a) Chromosomal and hormonal differences that cause inevitable differences in the behaviour of men and women
 - b) The rights, responsibilities, expectations, and relationships of women and men
 - c) The subordination of women based on the assumption of superiority of men.
 - d) None of these
 - (iii) Select the number of Articles present in the Universal Declaration of Human Rights.
 - a) 30 Articles
 - b) 50 Articles
 - c) 60 Articles
 - d) 90 Articles
 - (iv) Select the concept that explains the lack of complex female characters in cinema.
 - a) Male Gaze
 - b) Bechdel Test
 - c) Hero's Journey
 - d) Hawthorne Effect
 - (v) Illustrate how in recent years, portrayals of women in media have begun to change.
 - a) Women are shown as passive and dependent
 - b) Women are increasingly shown in diverse and empowered roles
 - c) Women are excluded from key narratives
 - d) There has been no significant change
 - (vi) Identify the term that refers to the phenomenon where older women are underrepresented in media compared to older men.
 - a) Ageism
 - b) Silver Ceiling
 - c) Gender Pay Gap
 - d) Glass Ceiling
 - (vii) Identify the "beauty myth" as perpetuated by media.

- a) The idea that all women should be physically strong
b) The societal pressure for women to adhere to unrealistic beauty standards
c) The belief that beauty is not important
d) The focus on women's intellectual abilities over appearance
- (viii) What is a major opportunity that media presents for LGBTQ+ representation?
a) Ability to create diverse and nuanced characters
b) Only presenting LGBTQ+ characters in minor roles
c) Stereotyping LGBTQ+ individuals in all content
d) Limiting LGBTQ+ representation to specific genres
- (ix) The "tough guy" stereotype in media typically represents men as:
a) Sensitive and caring
b) Emotionally vulnerable
c) Stoic and aggressive
d) Intellectual and philosophical
- (x) Which of the following is an issue with the representation of women in advertisements?
a) Women are often shown as authoritative figures
b) Women are over-represented in leadership roles
c) Women are often sexualized and objectified
d) Women are depicted equally in all professions
- (xi) Which of the following best describes the "queer coding" of characters in media?
a) Characters explicitly identified as LGBTQ+
b) LGBTQ+ characters portrayed in stereotypical ways
c) Characters implied to be LGBTQ+ without direct acknowledgment
d) Open and positive portrayals of LGBTQ+ relationships
- (xii) Choose which of the following is an example of gender stereotyping in media.
a) Equal portrayal of men and women in leadership roles
b) Men shown as nurturing caregivers
c) Women depicted only as homemakers
d) Both men and women represented in diverse roles
- (xiii) Identify a common form of gender-based violence perpetuated by social media platforms.
a) Physical violence
b) Cyberbullying
c) Economic violence
d) Verbal abuse
- (xiv) Classify which of the following is a form of online harassment.
a) Catfishing
b) Doxxing
c) Bystander intervention
d) Gender equality campaigns
- (xv) Classify the role of media watchdogs in addressing online harassment.
a) Ignore complaints
b) Support offenders
c) Advocate for free speech
d) Monitor and report

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Apply the concept of the "male gaze" to analyze how gender-based violence is framed in films or TV series. (3)
3. Demonstrate how does the portrayal of gender-based violence in media contribute to its normalization in society. (3)
4. What is a stereotype? Discuss with an example from an entertainment media. (3)
5. Discuss how do advertisements sometimes use stereotypes about men and women. (3)
6. Analyze the representation of marginalised communities in mainstream media. (3)

OR

Evaluate the role of media in either promoting cultural diversity in the digital age. (3)

Group-C
(Long Answer Type Questions)

5 x 6=30

7. Argue for the inclusion of diverse voices in media narratives. (5)
 8. Critically evaluate what extent do media stereotypes influence public attitudes towards gender roles? (5)
 9. Summarise how does social media facilitate cyberbullying and online harassment that specifically targets individuals based on gender. (5)
 10. Illustrate how global movements, such as #MeToo, have transformed media's role in addressing gender-based violence. (5)
 11. Describe how media can influence public perceptions of gender roles. Give some examples of how media shapes societal attitudes towards gender. (5)
 12. Choose a media form that empowers marginalized communities and explain why. (5)
- OR**
- Criticize the portrayal of women in popular media. (5)

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