

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 5438

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Unique Paper Code : 6294000016

Name of the Paper : Gender and Media

Name of the Course : B.A. (Hons.) Multimedia and Mass
Communication - NEP GEC

Semester : VIII

Duration : 3 Hours

Maximum Marks : 90

समय : 3 घण्टे

पूर्णांक : 90

Instructions for Candidates

1. Write your Roll No. at an appropriate place on receipt of this question paper.
2. Attempt any five questions.
3. All questions carry equal marks i.e. 18 marks each.

1. Discuss how gendered labour hierarchies manifest in media organisations. Provide examples of inequalities in pay and visibility.
2. Evaluate how intersectional analysis enhances our understanding of media texts. Use case studies to illustrate.
3. How does *Dilwale Dulhania Le Jayenge* construct idealised masculinity and femininity within romantic love?
4. Critically examine how *Kuch Kuch Hota Hai* negotiates consumer culture and aspirational aesthetics in shaping class-coded femininity.
5. Analyse *Chandigarh Kare Aashiqui* as a text negotiating empathy and critique of trans representation.
6. How do media organisations address equity and leadership for women? Discuss challenges and strategies.

P.T.O.

7. Examine *Aligarh* as a cinematic intervention in debates around sexuality and surveillance.

8. Write short notes on any *two*:

- a. Gender and techno-cultures
- b. Sexual harassment in media organisations
- c. Representation of childhood in Hindi cinema