



# UNIVERSITY OF THE PUNJAB

B.S. 4 Years Program / Sixth Semester – 2019

Paper: Gender and Media

Course Code: GS-308 Part – I (Compulsory)

Time: 15 Min. Marks: 10

Roll No. in Fig. ....

Roll No. in Words. ....

Signature of Supdt.: .....

**ATTEMPT THIS PAPER ON THIS QUESTION SHEET ONLY.**

**Division of marks is given in front of each question.**

**This Paper will be collected back after expiry of time limit mentioned above.**

Q.1. Encircle the correct choice.

(1x10=10)

1. A friend nods in agreement at something you've said. This is an example of
  - a) Feedback in interpersonal communication
  - b) Feedback in Mass communication
  - c) Noise in interpersonal communication
  - d) Encoding in interpersonal communication
2. Media sends important messages about
  - a) Women's place
  - b) Women's roles
  - c) Women's lives
  - d) All of the above
3. Which of the following is not attributed to men?
  - a) Aggressive
  - b) Dominant
  - c) Compassionate
  - d) Independent
4. The perception of being a male or a female refers to which of the followings?
  - a) Masculinity
  - b) Sex
  - c) Gender
  - d) Femininity
5. To understand news, it is necessary to understand the \_\_\_\_\_ in which news are contextualized.
  - a) Mainstreaming
  - b) Frame
  - c) Concept
  - d) Aspect
6. Being unable to concentrate on what your mother is saying because you are upset about something that happened with a friend is an example of
  - a) Transmission noise
  - b) Psychological noise
  - c) Physical noise
  - d) Geographical noise
7. The word sex refers to the biological differences between men and women, whereas "gender" refers to the:
  - a) Intellectual aspect
  - b) Physical aspect
  - c) Socio-psychological aspect
  - d) Economic aspect

P.T.O.

8. Media is more relentless with
- a) Men
  - b) Women
  - c) All of the above
  - d) None of the above
9. Women experience \_\_\_\_\_ effect very often in media organizations.
- a) Glass ceiling
  - b) Glass walls
  - c) Glass cliff
  - d) Glass bars
10. Women's involvement in news industry can improve the \_\_\_\_\_ of women in media.
- a) Status
  - b) Representation
  - c) Presentation
  - d) Portrayal



**UNIVERSITY OF THE PUNJAB**  
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Paper: Gender and Media  
Course Code: GS-308 Part – II

Time: 2 Hrs. 45 Min. Marks: 50

**ATTEMPT THIS (SUBJECTIVE) ON THE SEPARATE ANSWER SHEET PROVIDED**

**Q.2. Write the short note on the following. (5x4=20)**

1. Rapport Talk Vs. Report Talk
2. Men as the gate keeper of communication
3. Women as marginalized Group
4. Speech Codes
5. Gender portrayal in print media

**Q.3. Questions with brief answers. (3x10=30)**

- 1: Mass media have the ability to transfer the salience of items on their news agendas to the public agenda, Discuss.
- 2: TV is a social agent and there is a need to study the effects of TV exposure. Explain
- 3: What is communication process? Describe the types and existence of "Noise" in the communication process.