

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086

(For candidates admitted during the academic year 2010-11)

SUBJECT CODE: HS/MC/ME54

B. A. DEGREE EXAMINATION, NOVEMBER 2012

BRANCH I – HISTORY

FIFTH SEMESTER

COURSE : MAJOR – CORE  
PAPER : WOMEN AND MEDIA  
TIME : 3 HOURS

MAX.MARKS:100

SECTION-A

I. ANSWER ALL QUESTIONS IN 30 WORDS EACH. (10X3=30)

1. SMRC
2. Inter personal Communication.
3. Barka Dutt
4. Deepa Mehtha
5. VJ
6. Media Literacy.
7. Femina
8. Mass Communication
9. Celebrity Endorsement
10. Crisis Management

SECTION-B

II. ANSWER ANY FIVE QUESTIONS IN 300 WORDS EACH. (5X8=40)

11. Portrayal of women in Advertising- Discuss.
12. How does a medium construct femininity.
13. Define Male gaze.
14. List out the women achievers in Media.
15. What are the different types of Media?
16. Women are successful crisis managers. – Discuss.
17. What are the advantages and disadvantages for women as media professionals?
18. Stereotype portrayal of women- Comment.

SECTION-C

III. ANSWER ALL THE QUESTIONS IN 1000 WORDS EACH. (3X10=30)

19. The problems and perspectives, discussed by Indian Women film makes- Critically analyse.

(OR)

Mira Nair a successful women film maker- Discuss.

20. Media industry is being dominated by Men- Comment.

(OR)

Discuss the role of media in public agenda setting.

21. Discuss the status of women in the media industry.

(OR)

What are the advantages and disadvantages of Audio – Visual medium?

\*\*\*\*\*