

PARUL UNIVERSITY
FACULTY OF ARTS
B.A Winter 2021– 22 Examination

Semester: 6**Subject Code: 15103351****Subject Name: MEDIA REPRESENTATION****Date: 11/03/2023****Time: 02:00pm to 04:30pm****Total Marks: 60****Instructions:**

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new questions on a new page.

Q.1 Do as directed.**(08)****A. Multiple choice type questions. (Each of 0.5 mark)**

1. are at the base of India's social structure.
 - a. Castes
 - b. Money
 - c. Connection
 - d. None of the above
2. Which is the most severe form of social stratification?
 - a. Gender
 - b. Caste
 - c. Class
 - d. Race
3. What are the three dimensions of gender inequity indicators?
 - a. Education, human rights and reservations
 - b. Education, human rights and responsibilities
 - c. Education, per capita and political awareness
 - d. Education, Economic Participation and Empowerment.
4. Media can be considered as the institution in a democracy
 - a. First
 - b. Second
 - c. Important
 - d. Fourth
5. Which of the following are impacts of communal violence?
 - a. Violation of human rights
 - b. Economic loss
 - c. Erosion of constitutional values
 - d. All the above
6. ----- is an Indian principle of non-violence
 - a. Asteya
 - b. Asahkar
 - c. Ahinsa
 - d. None of the above
7. Time spent online seems to displace which other medium?
 - a. Print
 - b. Radio
 - c. Television
 - d. All of the above
8. Which of the following is true of media or media violence?
 - a. Media comes in many forms, including movies, television and music videos.
 - b. Studies have shown that there is no correlation between media violence exposure and aggression or violent behavior
 - c. Even cartoons are violent.
 - d. All of the above

9. Which among the following is considered to be a landmark in Indian cinema portraying a women's search for identity and fulfilment?
 - a. Boomika
 - b. Roja
 - c. Deewar
 - d. Parzania

10. Which media content is not responsible for creating violence?
 - a. Video games
 - b. Movies
 - c. Soap operas
 - d. News

11. The social problem means....
 - a. State of affairs
 - b. Family problem
 - c. Personal problem
 - d. All of the above

12. Which Bollywood movie portrayed the dyslexia disease?
 - a. Tare Zameen par
 - b. Deewar
 - c. Water
 - d. None of the above

13. Which Bollywood film portrayed autism?
 - a. Barfi
 - b. My name is khan
 - c. Koi mil gaya
 - d. All of the above

14. Which of the following is true of advertising portray women?
 - a. Sex-role stereotypes are present in mass media advertisements and there is no clear evidence that, overall, the frequency of such stereotyping is decreasing.
 - b. Most of the available evidence is based on analyses of print media.
 - c. Reaction to role portrayal in advertisements may vary among groups of women with different socioeconomic characteristics.
 - d. All of the above

15. Which of the following is not a source of social problems?
 - a. social change
 - b. poverty
 - c. personal development
 - d. all of the above

16. Which of the following factors contribute to communal violence in India?
 - a. The disruptive effect of social media
 - b. Lack of value-based education
 - c. Majoritarian hegemony and minority insecurities
 - d. All the above

B. Terms/ Short notes/ Case study/ Charts/ Graphs/ Tables, etc. (Each of 01 mark)

(07)

1. What is Countertype?
2. What is the meaning of Stereotype?
3. Define Media Violence?
4. What is the 'Ladli' scheme of government of India?
5. What is gender discrimination?
6. Write any three negative effects of media.
7. LGBTQ stands for

Q.2 Answer the following.

- A. What is communalism? (04)
B. Explain the importance of the women reservation bill? (04)
C. Briefly discuss the role of caste in Indian Society? (04)

OR

- C. Explain the important features of communalism? (04)

Q.3 Answer the following.

- A. Explain the connection between the media and discrimination of disabled individuals? (05)
B. Explain different types of media violence? (05)
C. How does a parental controls media aggressive behavior in youth? (05)

OR

- C. Do you think violence portrayed by the media directly influence individuals to commit crimes and other violent acts? (05)

Q.4 Answer the following.

- A. Men and women are portrayed in advertisements according to the constructed definition of femininity and masculinity. Comment. (06)
B. What do you understand by the objectification of women? Explain with examples. (06)
C. "Women characters in cinema are often devoid of a realistic projection and end up on the screen as stereotypes". Comment. (06)

OR

- C. What is media representation? How does representation work? (06)