



Elective (DCE)-

MCJ-18408DCE:

Media & Gender

Unit I

Gender definition

Gender portrayals in media:

Painting, Literature, Films, Ads, Television, Children cartoons, Commercial Services

Positioning of traditional gender stereotypes

Unit II

Deconstructing gender myths

Cultural sensibilities and media coverage

Media role in gender invasion and supremacy

4th semester

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Total Marks: 100 (Term Examination: 80, Continuous Internal Assessment: 20)