# ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD

**(Department of Gender & Women Studies)**

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**WARNING**

1. **PLAGIARISM OR HIRING OF GHOST WRITER(S) FOR SOLVING THE ASSIGNMENT(S) WILL DEBAR THE STUDENT FROM THE AWARD OF DEGREE/CERTIFICATE IF FOUND AT ANY STAGE.**
2. **SUBMITTING ASSIGNMENTS BORROWED OR STOLEN FROM OTHER(S) AS ONE’S OWN WILL BE PENALIZED AS DEFINED IN THE “AIOU PLAGIARISM POLICY”.**

**Course: Women and Media (9165) Semester: Spring, 2025**

**Level: BS Credit Hours: 03**

## **Please read the following instructions for writing your assignments. (AD, BS, B. Ed, MA/MSc, MEd) (ODL Mode).**

1. All questions are compulsory and carry equal marks but within a question the marks are distributed according to its requirements.

2. Read the question carefully and then answer it according to the requirements of the questions.

3. Avoid irrelevant discussion/information and reproducing from books, study guide or allied material.

4. Handwritten scanned assignments are not acceptable.

5. Upload your typed (in Word or PDF format) assignments on or before the due date.

6. Your own analysis and synthesis will be appreciated.

7. Late assignments can’t be uploaded at LMS.

8. The students who attempt their assignments in Urdu/Arabic may upload a scanned copy of their handwritten assignments (in PDF format) on University LMS. The size of the file should not exceed 5MB.

## **Total Marks: 100 Passing Marks: 50**

# ASSIGNMENT No. 1

**(Units 1-5)**

**Q1.** Does media reflect reality or shape it? Support your argument with logical reasoning and examples. **(20)**

**Q2.** Discuss the various feminist perspectives on the portrayal of women in media.

**(20)**

**Q3.** Critically analyze the stereotypical portrayal of women in national and international TV dramas and soaps. Provide relevant examples to support your analysis. **(20)**

**Q4.** Do you agree that there has been some progress in how women are portrayed in Pakistani newspapers? Discuss with examples. **(20)**

**Q5.** Write notes on the following: **(20)**

a) Factors influencing identification with television characters  
b) Societal roles of mass media

**Total Marks: 100 Pass Marks: 50**

# ASSIGNMENT No. 2

**(Units 6-9)**

**Q1.** How are women objectified in advertising, and what are the social and psychological consequences of this objectification? Provide examples to illustrate your response. **(20)**

**Q2.** Examine the professional and personal challenges faced by women journalists, particularly in the Pakistani sociocultural context. **(20)**

**Q3.** Define cyber feminism and propose measures to make cyberspace safer for women, encouraging their use of Information and Communication Technologies (ICTs). **(20)**

**Q4.** What is media censorship? Do you believe the advantages of media censorship outweigh its disadvantages? Justify your answer with examples.

**(20)**

**Q5.** Write notes on the following: **(20)**  
a) Gender-sensitive code of conduct for Pakistani print media  
b) Media literacy and advocacy