

ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD

(Department of Gender & Women Studies)

Warning

Plagiarism or hiring of ghost writer(s) for solving the assignment(s) will debar the student from the award of a degree/certificate, if found at any stage. Submitting assignment(s) borrowed or stolen from others as one's own will be penalized as defined in 'AIOU Plagiarism Policy'.

Please read the following instructions for writing your assignments (AD, BS, BED, MA/MSc, MEd, MPhil and PhD)

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 question.
3. Handwritten scanned assignments are not acceptable.
4. Upload your typed (in Word or PDF format) assignments on or before the due date.
5. Late assignments can't be uploaded on the LMS.
6. Your own analysis and synthesis will be appreciated.
7. Avoid irrelevant discussions/information and reproducing from books, study guide, or allied material.

Course: Women and Media
Level: BS/MSc
Total Marks: 100

Code: 9165/874
Semester: Spring, 2026
Pass Marks: 50

ASSIGNMENT No. 1 **(Units 1-5)**

Note: Attempt all questions. All questions carry equal marks.

- | | | |
|------------|---|-----------|
| Q.1 | Analyze the historical representation of women in print and electronic media. How has the commodification of women's images in commercial advertisements contributed to the reinforcement of traditional gender roles? | 20 |
| Q.2 | Critically evaluate the 'Male Gaze' theory in cinema and television. How do conventional framing techniques and script structures objectify female characters, and what impact does this have on audience perceptions? | 20 |
| Q.3 | Examine the structural barriers faced by female journalists and media professionals within newsrooms. Discuss how issues like the glass ceiling and the lack of women in decision-making editorial roles affect news content. | 20 |
| Q.4 | Deconstruct the portrayal of working women in contemporary television dramas. To what extent do these representations capture the authentic | 20 |

- psychosocial struggles of career-oriented women versus relying on old stereotypes?
- Q.5** Explore how alternative media and independent feminist publications have historically challenged mainstream media narratives. Assess their effectiveness in providing a voice to marginalized groups of women. **20**

ASSIGNMENT No. 2
(Units 6-9)

Total Marks: 100

Pass Marks: 50

Note: Attempt all questions. All questions carry equal marks.

- Q.1** Investigate the impact of digital media and social networks on women's empowerment. How have online grassroots campaigns (such as #MeToo) transformed public discourse regarding gender-based harassment? **20**
- Q.2** Analyze the rise of cyberbullying, online harassment, and digital surveillance targeting vocal female public figures and creators. What psychological and professional toll does this digital hostility take on women? **20**
- Q.3** Evaluate the role of state and private media regulatory bodies (such as PEMRA in Pakistan) in tracking and regulating content related to gender. What are the key challenges in enforcing ethical, gender-sensitive guidelines? **20**
- Q.4** Discuss how commercial media coverage handles reporting on violence against women (e.g., domestic violence, honor killings). Critically evaluate the fine line between raising awareness and sensationalizing trauma for television ratings. **20**
- Q.5** Propose a strategic framework for developing gender-transformative media policies. How can training institutions and media production houses integrate gender-sensitization into their core curricula to reshape future narratives? **20**