

**BGSE-001 GENDER SENSITIZATION; SOCIETY, CULTURE AND CHANGE**

**Tutor Marked Assignment (TMA -01)**

**Programme Code: BDP**

**Course Code: BGSE-001**

**Assignment Code: BGSE-001/AST-01/TMA/2023-24**

**Maximum Marks: 100**

**Weightage: 30%**

**PART- A**

**Explain any 5 of the following in 200 words each.**

**(10X5=50)**

- (i) Sex and Gender
- (ii) Sexual Hierarchy
- (iii) Forms of Masculinity
- (iv) Rural and Migrant Mothers
- (v) Gender Gaps in Labour force participation
- (vi) Gender Segregation
- (vii) Life Cycle Approach
- (viii) Forms of Sexual Harassment at Workplace
- (ix) Classification of Mass Media
- (x) Visualizing

**PART B**

**Answer the following in 500 words.**

**(30+20=50)**

- A) Choose any advertisements telecasted and produced in any Indian languages and watch the same. Describe the story of the advertisements in not more than 100 words. (20marks).

**Based on the advertisements you have watched, answer the following questions.**

1. How do they portray women and men in the advertisements? (10 marks)
2. Are these advertisements promoting stereotypes? If yes, list the stereotypes shown in the advertisements.(5 marks)
3. Do you see any relationship between advertisements and gender stereotyping in the society?Provide justification. (5marks)
4. What should the government do to bring more gender sensitivity in the society? (10 marks)