

**Bachelor Degree Programme
(BDP)**

Assignment

July 2019 and January 2020 Sessions

Elective Course in Gender Studies

Gender Sensitization: Society, Culture and Change (BGSE001)

School of Gender and Development Studies

Indira Gandhi National Open University

Maidan Garhi, New Delhi- 110 068

Course Code: BGSE-001

Assignment Code: BGSE-001/AST/2019-20

ASSIGNMENT

Dear Student,

You will have to complete one assignment for an eight-credit elective course in Gender Studies. This is a Tutor Marked Assignment (TMA).

It is important that you write answer to all TMA questions in your own words. Your answer should be within the approximate range of the word-limit given as instructions along with two parts of the assignment.

The TMA is designed to enable you to write answers to different categories of questions. The Assignment is divided into two sections. The evaluators judge your ability to (i) define and describe what you know about the topic in a systematic manner; and (ii) apply concepts learnt in the Course in your immediate environment.

The completed assignment should be sent to the Coordinator of the Study Centre allotted to you as per the schedule given below:

No. of Assignment	Date of Submission	To be sent
July 2019 batch	31 st march, 2020	To the Coordinator of the study centre allotted to you
January, 2019	30 th September, 2020	

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/2019-20

Maximum Marks: 100

Weightage: 30%

PART- A

Explain any 10 of the following in 200 words each.

(10X5=50)

- (i) Sex and Gender
- (ii) Public and Private Distinction
- (iii) Sexual Hierarchy
- (iv) Masculinity Construct
- (v) Liberal Feminism
- (vi) Sexual Division of Labour
- (vii) Sexual Harassment at Workplace
- (viii) Life Cycle Approach
- (ix) Gender Based Violence
- (x) Reproductive Rights
- (xi) Gender Stereotypes
- (xii) Concepts of Equity and Equality

PART B

Answer the following in 500 words.

(30+20=50)

- (i) 30 marks for collecting information from Print media :
- (ii) 20 marks for writing answers to the question given below:

Choose ten advertisements from newspapers or magazines and paste them in your answer book.

Based on the collected material, answer the following questions.

1. How do they portray women and men in the advertisements? (2 marks)
2. Which types of products are predominantly endorsed by female? (2marks)
3. Which types of products are predominately endorsed by male? (2marks)
4. Are these advertisements promoting stereotypes? If yes, list the stereotypes. (2 marks)
5. Do you see any relationship between advertisement and gender stereotyping in the society? Provide justification. (2marks)
6. What should the government do to bring more gender sensitivity in the advertisements? (5 marks)
7. Change any two advertisements to make them more gender sensitive. (5marks)