



# Avinashilingam Institute for Home Science and Higher Education for Women

Deemed to be University Estd. u/s 3 of UGC Act 1956, Category 'A' by MHRD (now MoE)

Re-accredited with an 'A++' Grade by NAAC CGPA 3.65/4, Category I by UGC

Coimbatore - 641 043, Tamil Nadu, India

**Continuous Internal Assessment Test I, August 2025**

**SEMESTER V**

**Class: IIIUG**

**Major: Visual Communication**

**Time: 2hrs**

**Max. Marks: 60**

## **23BVCC09 - Gender Aspects in Visual Communication**

### **Course Outcomes:**

- 1.To enable students to understand the male gaze and issues pertaining to portrayal of women in Journalism.
- 2.To cognize how women are represented in advertisements and television soaps.
- 3.To understand the third gender and alternative sexualities and how they are portrayed through the media.
- 4.To know about feminist theories and gender-based psycho analysis of films.
- 5.To gain knowledge on representation of gender in contemporary art forms and animation films.

### **Part A**

**6 X 1=6**

#### **Choose the correct Answer**

1. The author of the essay "Visual Pleasure and Narrative Cinema"  
a. Walter Benjamin b. John Berger c. Laura Mulvey d. Stuart Hall (CO1, K1)
2. The Dowry Prohibition Act in India was implemented in the year  
a. 1972 b.1961 c. 1981 d. 1956 (CO1, K1)
3. Women are often depicted as passive objects of male desire, rather than as active subjects with their own agency said  
a. Griselda Pollock b. John Berger c. Sigmund Freud d. Lacan (CO2, K2)
4. Analysing the existing situation, with the purpose of identifying inequalities is the process of  
a. gender Mainstreaming b. discrimination c. patriarchy d. misogyny (CO3, K1)
5. The dislike of or prejudice against gay people  
a. misogyny b. homophobia c. patriarchy d. transphobia (CO3, K1)
6. Section 377 of the Indian Penal Code, which criminalized consensual homosexual acts, was struck down by the Supreme Court in  
a. 2018 b. 2015 c.2000 d. 2014 (CO3, K1)

### **Part- B**

#### **Answer ALL Questions**

**Answer should not exceed 400 words or two pages**

**3x 6=18**

7. a. Define Male gaze? How does it apply in mediatic apparatus?  
(or)  
7 b. What does Griselda Pollock mean by Gendered Gaze? Elaborate (CO1, K1)
8. a. Explain John Berger's concepts elaborated through his book "Ways of seeing".  
(or)  
8 b. What is a big idea? Discuss briefly about the genderbased narratives in advertisements. (CO2, K2)
9. a. What are the ways to understand heterogenous gender dynamics?  
(or)  
9 b. What is LGBTQ? Is it legal in India? (CO2,K3)

### **Part- C**

#### **Answer ALL Questions**

**Answer should not exceed 800 words or four pages**

**3x12=36**

10. a. Define the male gaze theory, its impacts and counter arguments.  
(or)  
10 b. Elaborate the terms: a) Masculinity b) Misogyny c) Masochism and d) Perversion (CO1, K1)
11. a. What is homogenizing the heterogenous in gender? Discuss its problems.  
(or)  
11 b. Critique the stereotypes of women portrayed in television soaps. (CO2, K3)
12. a. What is Gender Mainstreaming? Illustrate its dimensions.  
(or)  
12 b. Briefly discuss homophobia and portrayal of LGBTQ issues in media. (CO3, K3)