



Indraprastha College for Women

University of Delhi

Course Name:	B.A.(H) Multi Media and Mass Communication
Paper Title:	Gender and Media
Unique Paper Code:	6293100003
Semester:	V
Faculty(s):	Ms. Mrinal Singh
Year:	2026-27

Work Plan			
Unit No.	Learning Objective	Lecture No.	Topics to be Covered
1	Media Organisations and Gender	1	Introduction
		2	Profile of Media Organisations
		3	Occupational Segregation
		4	Gender Debate: Hierarchy
		5	Gender Debate: Equity
		6	Gender Debate: Labour
		7	Gender Debate: Visibility
		8	Gender Debate: Techno-cultures
		9	Sexual Harassment and Organisational Grievance Redressal
		10	Sexual Harassment and Organisational Grievance Redressal
3	Clips from Popular Hindi Cinema: Some Case Studies	11	Films and their role
		12	Case study- Dilwale Dulhania Le Jayenge
		13	Case study- Dilwale Dulhania Le Jayenge
		14	Case Study- Kuch Kuch Hota Hai
		15	Case Study- Kuch Kuch Hota Hai
		16	Case Study- Aligarh
		17	Case Study- Aligarh
		18	Case Study- Chennai Express

		19	Case Study- Chennai Express
		20	Case Study- Chandigarh Kare Aashiqui
		21	Case Study- Chandigarh Kare Aashiqui

Syllabus		
Unit	Contents	Contact Hours
I	● Profile of Media Organisations ● Occupational Segregation ● Gender Debate: Hierarchy, Equity, Labour, Visibility, Techno-cultures ● Sexual Harassment and Organisational Grievance Redressal	10
III	Clips from Popular Hindi Cinema: Some Case Studies ● Dilwale Dulhania Le Jayenge ● Kuch Kuch Hota Hai ● Aligarh ● Chennai Express ● Chandigarh Kare Aashiqui	11
	Total	21
Text Books/Suggested Readings:		
S. No.	Name of Authors/Books/Publishers	Year of Publication/ Reprint
1.	Byerly, C. M., & Ross, K. (2008). Women and media: A critical introduction. Blackwell Publishing: John Wiley & Sons.	2008
2.	Ladner, K. L. (2009). Gendering decolonisation, decolonising gender. Australian indigenous law review, 13(1), 62-77.	2009
3.	Dasgupta, S., Sinha, D., & Chakravarti, S. (2011). Media, gender, and popular culture in India: Tracking change and continuity. SAGE Publishing India.	2011
4.	Gupta, B. (2021). An Analysis of the socio-legal framework around objectification of women in India. Journal of humanities and social sciences studies, 3(1), 07-23.	2021

Paper Components			
Credits	Lecture (L)	Tutorial (T)	Practical (P)
	2	1	NA
Assessment Scheme			

S.No.	Component	Marking Scheme	Total Marks
1	Internal Assessment - Assignment/Quiz/Project/Presentation - Class Test - Attendance		30
		12	
		12	
		6	
2.	Continuous Assessment (Tutorial) - Activity 1 - Activity 2 - Attendance		40
		20	
		20	
3.	Practical - Continuous Assessment - End Term Written/Practical Exam - Viva		NA
4.	End Semester Examination		90