

**University of Colombo Sri Lanka**

**Faculty of Arts**

**Second Year Examination in Arts**

**Semester II -2018**

**ENH 2213/ELT2222- Gender and Media**

**Answer Three (3) questions only**

**Two (02) hours**

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1. Domestic roles and romantic behavior of women have been over emphasized in Sri Lankan television media. Explain with reference the contemporary Tale Drama.
2. "It is essential to pay media attention to the social impact of gender discrimination that begins in the family" Explain how the strength of print media could be utilized in bringing about an attitudinal change regarding gender discrimination.
3. Explain why although female employment in mass media is increasing, the role of female journalists has been restricted to a limited number of fields.
4. Explain the objectives of United Nation Convention on the Elimination of all Forms of Discrimination Against Women and examine how the attention of Sri Lankan mass media could be improved to strengthen the above objectives.
5. Explain the concept of women empowerment with reference to the practical approaches of self- help groups.
6. Write short essays on any two (2) of the following topics
  - I. Sri Lanka Women's Charter
  - II. Violence against women
  - III. Women in the traditional society
  - IV. Gender and television news
  - V. Gender and advertising