

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

RESIT/SPECIAL

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF ARTS IN
JOURNALISM AND MASS COMMUNICATION**

COMM 242: GENDER ISSUES IN COMMUNICATION

STREAMS: BA (COMM)

TIME: 2 HOURS

DAY/DATE: TUESDAY 02/02/2021

2.30 P.M. – 4.30 P.M.

INSTRUCTIONS:

1. a) Gender communication has been compared to intercultural communication. Explain. (10 Marks)
 - b) Describe how the 'glass ceiling' functions using any five indicators. (20 Marks)
 2. Evaluate any four men's movements, whether global or local. (20 Marks)
 3. Discuss and critique any two media portrayals of girls and women. Use examples to illustrate your points. (20 Marks)
 4. Define the following concepts and explain how they function in gender relations. Use examples to support your points.
 - (i) Social power (7 Marks)
 - (ii) Ascribed status (6 Marks)
 - (iii) Achieved status (7 Marks)
 5. Discuss the origins of gender inequality. (20 Marks)
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