

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

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

COMM 242: GENDER ISSUES IN COMMUNICATION

STREAMS:

TIME: 2 HOURS

DAY/DATE: MONDAY 05/07/2021

2.30 P.M. – 4.30 P.M.

INSTRUCTIONS:

- Answer **THREE** questions.
- Question **ONE** is compulsory and carries **30** marks.
- All other questions carry **20** marks.

QUESTION 1

- (a) Explain five approaches towards gender and feminism. (15 marks)
- (b) What five considerations would you consider in the construction of gender in Kenya today? (15 marks)

QUESTION 2

Discuss five factors that lead to gender biases and stereotypes. (20 marks)

QUESTION 3

Explain the following terminologies associated with gender; (20 marks)

- (i) Male chauvinism
- (ii) Masculinity
- (iii) Sexism
- (iv) Gendered lives
- (v) Patriarchal society
- (vi) Gender mainstreaming
- (vii) Gender affirmative action
- (viii) Misogyny
- (ix) Gender equity

(x) Transgender

QUESTION 4

Identify and briefly discuss 10 factors you consider responsible for Kenya's male dominance in families. (20 marks)

QUESTION 5

(a) Describe five key communicative styles distinct in females. (10 marks)

(b) Highlight five factors that contribute to sexism in Kenya. (10 marks)
