

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF ARTS IN  
COMMUNICATION AND MEDIA STUDIES**

**COMM 242: GENDER ISSUES IN COMMUNICATION**

**STREAMS: BA (COMM & MEDIA)**

**TIME: 2 HOURS**

**DAY/DATE: WEDNESDAY 11/4/2018**

**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 EACH**

**QUESTION ONE**

Make a brief discussion of the following

- (i) Gender mainstreaming [10 marks]
- (ii) Social construction of gender [10marks]
- (iii) Gendered communication [10marks]

**QUESTION TWO**

Discuss the role of culture in the promotion of gender in Kenya today. [20 marks]

**QUESTION THREE**

- (i) Explain five key factors that contribute towards gender dominance. [10 marks]
- (ii) Compare and contrast non-verbal communication in gender.; [10 marks]

**QUESTION FOUR**

With appropriate examples, explain the following

- (i) Affirmative action [4 marks]
- (ii) Masculinity [4 marks]
- (iii) Sexism [4 marks]

- (iv) Kinesics [4 marks]
- (v) Male generic language [4 marks]

**QUESTION FIVE**

With reference to the current day Kenyan society, critically discuss gender portrayal and representation. [20 marks]

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