



SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
BACHELOR OF ARTS COMMUNICATION
END OF SEMESTER EXAMINATION
BAC 3202: GENDER AND COMMUNICATION

Date: 13th March 2024

Time: 10:30 – 12:30

Instructions

1. This examination consists of **FIVE** questions.
2. Answer **Question ONE (COMPULSORY)** and any other **TWO** questions.

Question One (30 marks)

- a) Define the term gender roles, and drawing from the social learning theory, explain how we learn and uphold gender roles. (5 marks)
- b) Drawing from your lessons in Gender and communication, raise three arguments to justify the need for the study of gender and communication as a communication professional. (6 marks)
- c) Using two relevant examples from any two genres of art, comment on the role of art in addressing gender issues. (4 marks)
- d) Read the following introductory paragraphs from an article from the Standard Newspaper on 18th July 2014:
“Nairobi Women’s Rep Rachael Wambui Shebesh is an eloquent, if combative speaker and political brawler. At full Throttle, her hair literally “stands out” like the mane of a lion. She leans forward, jabs her finger in the air and lets rip.
During her stint in parliament, she spoke 986 times as many men covered on the back benches. Born on 1 July 1971, in Nairobi, Shebesh attended Lavington Primary school. She then went to Kianda School before proceeding to London College of Art and Design. She then enrolled for a Bachelor’s of Art in Political Science at the University of Nairobi....”
 - a) Refer to the extract and comment on the media’s representation of the Nairobi Women’s Representative. (3 marks)
 - b) Based on your Gender and Communication lessons, raise two arguments to contrast how the media portrays men in power, versus how it represents women in power. (4 marks)
- e) Draw the model of feminist theory, to present the argument of the feminist theory. (8 marks)

Question Two

- a) Define the term intimate partner violence and provide two examples of intimate partner violence. (3 marks)
- b) Discuss the intimate partner violence cycle (8 marks)
- c) Raise two arguments to explain why victims of domestic violence fail to leave the abusive environments. (4 marks)

Question Three

- a) The United Nations Sustainable Development Goal number 4 seeks to ensure inclusive and equitable quality education and promote lifelong learning opportunities for all. However, during our Gender and Communication lessons we have learnt that gender influences whether or not children enrol and remain in school. With this in mind, discuss three gendered causes of low education attainment and exclusion from education. (6 marks)
- b) Provide two examples to demonstrate how education materials reinforce gender roles. (4 marks)
- c) Suggest an intervention for each of the gendered causes of low educational attainment and exclusion from education that you have discussed above. (5 marks)

Question Four

- a) The media influences in a great way the way we view men and women. Since it is interwoven in our daily lives, the media reinforces and sustains socially constructed views of gender. With this knowledge, discuss three themes that demonstrate how media represents gender. (9 marks)
- b) One of the most damaging consequences of media's images of men and women is that these images encourage us to view normal bodies and normal body functions as problems. Based on your Gender and communication lessons, and based on your interaction with the media, discuss any three ways in which the media pathologizes the human body. (6 marks)

Question Five

- a) Spender (1990) argues that, Language is manmade and that language seems to suggest a world in which females play a secondary role to men. Discuss three language patterns that demonstrate gender bias, and demonstrate how you would eliminate the gender bias. (9 marks)
- b) Contrast "Trouble talks" with "Mr Fix it Syndrome" and demonstrate how these two communication styles could cause misunderstanding. (6 marks)