



Strathmore
UNIVERSITY

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

Date: 17th March 2022

Time: 15:30 – 17:30

Instructions

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

Question 1 (30 marks)

- a) There are various stereotypes on how men and women communicate.
 - a. Isolate four and assess their validity using evidence you have read about from the case studies and discussions held in class. **(12 marks)**
 - b. Expound three dangers of running with these stereotypes for a communications professional in a field of your choice (journalism, PR or Development Communication). **(9 marks)**
- b) Critical theory has its foundation on Marxism- associated with Karl Marx and later Engels. Offer introductory remarks on Critical theory **(3 marks)** and explain why it is of interest to the communications professional in the context of Gender and Communication? Offer three arguments. **(6 marks)**

Question 2 (15 marks)

“Feminism is about women. Fighting for women’s rights because men have deprived them off their basic human rights to speech, life and a fair wage. Most problems women face are down to the historical injustices handed over by a male dominated society.” Introduce Feminism **(3 marks)** and assess the validity or invalidity of this statement in four (4) solid arguments **(12 marks)**. You can add any other necessary information to concretise your answer.

Question 3 (15 marks)

Mark now works for Solace®, an integrated marketing and communications company as a newly installed Manager, with a team of thirty (30) young men and women under him. There are several things you have learnt from your Gender and Communications class that would help him execute his role effectively, in so far as managing people is concerned. Discuss three of them, and how they would help him manage his team dynamics.

Question 4 (15 marks)

- a) What do you understand as gender and communication dynamics **(3 marks)**
- b) How are gender and communication dynamics relevant to you as:
 - a. A politician who understands communication. **(6 marks)**
 - b. An entrepreneur running a Communications consultancy company. **(6 marks)**