Strathmore
UNIVERSITY

SCHOOL OF HUMANITIES & SOCIAL SCIENCES

BACHELOR OF ARTS IN COMMUNICATION

BAC3202: GENDER AND COMMUNICATION

END OF SEMESTER EXAM

DATE: 18th March 2026 **TIME: 08:30 – 10:30**

Instructions

i. Answer **Question 1**, and any other 2 questions.

ii. Use the booklet provided for your answer. Each main question **MUST** be answered on a separate page.

iii. Clearly **paragraph** your work by leaving a line between arguments.

iv. Each answer requires a comprehensive introductory statement.

Question 1 (Compulsory) (40 marks)

A Kenyan media house recently aired a prime-time panel discussion on gender-based violence (GBV). The panel consisted of three male experts and one female survivor. During the discussion, the survivor was frequently interrupted, her emotional responses were framed as "subjective," and social media commentary later focused more on her tone and appearance than on her testimony.

At the same time, online influencers framed GBV as either a "women's issue" especially those who are "hoes" or an attack on masculinity, leading to polarized digital debates. Religious leaders issued statements calling for "family values," while youth activists demanded systemic change.

a) Using Marxist (critical) Theory, raise any three arguments to show how power operates in the communication dynamics observed in the panel discussion and online reactions. (9 marks)

b) Briefly explain Symbolic Interactionism (3 marks). With reference to symbolic interactionism, analyse how gender is "performed" and interpreted in the media panel and subsequent online discourse in any two (2) ways. (4 marks)

c) Using **two** different theoretical perspectives (excluding Marxism/Critical Theory and Symbolic Interactionism), explain **four** (4) other contemporary issues (not GBV) in society today. (12 marks)

d) As a communication expert, propose two gender-sensitive communication interventions that could improve public discourse on GBV without silencing any group. Justify your choices. (4 marks)

e) How do language, non-verbal communication, and media representation contribute to gender stratification? (6 marks)

f) Using one real or hypothetical Kenyan/African case, demonstrate how strategic communication can be used to disrupt harmful gender norms. (2 marks)

QUESTION TWO (10 MARKS)

"Gender differences are often reduced to how men and women behave and how men and women communicate. This cheapens the arguments, generalises observations and does not address the differences justifiably."

a) What could go wrong when arguments are cheapened? (1 mark)

b) Raise 3 arguments in support of or against this statement. (9 marks)

QUESTION THREE (10 MARKS)

a) Digital platforms increasingly shape how gender identities are constructed, reinforced, and challenged. Using any two (2) recent discussions (global or local) on social media, show how this is true. (4 marks)

b) Using two (2) examples from African or global social media spaces, analyse how digital gender activism both empowers and constrains gender conversations. (6 marks)

QUESTION FOUR (`10 MARKS)

a) Gendered communication is deeply embedded in institutions such as education, workplaces, religion, and the family. Examine three (3) ways how communication professionals can challenge institutional gender norms without destabilizing social cohesion. (6 marks)

b) "You cannot manage gendered inequalities unless you understand how communication sustains them." Discuss. (4 marks)