



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2018/2019 ACADEMIC YEAR
FIRST YEAR SECOND SEMESTER**

**SCHOOL OF ARTS & SOCIAL SCIENCES
BACHELOR OF COMMUNICATION & PUBLIC
RELATIONS/JOURNALISM**

COURSE CODE: CMJ 1204

COURSE TITLE: GENDER AND COMMUNICATION

DATE: 16TH APRIL, 2019

TIME: 8.30AM - 10.30AM

INSTRUCTIONS TO CANDIDATES

Answer Question **ONE** and any other **TWO** questions

This paper consists of 2 printed pages. Please turn over.

Question One

- a) Gender is simply being male or female, discuss. (5marks)
- b) Women, more so in Africa, often find themselves in the yoke of triple burden. Using examples discuss these burdens. (8marks)
- c) Discuss the various components of gender
 - i. Gender equality (3marks)
 - ii. Gender equity (3marks)
 - iii. Gender stereotypes (3marks)
 - iv. Gender roles (3marks)
- d) What is the relevance of gender communication? (5marks)

Question Two

Gender socialization, especially in the African social context has various agents, discuss. (20marks)

Question Three

- a) What is patriarchy? (4marks)
- b) Patriarchy is responsible for various retrogressive African practices; agree or refute the claim (16marks)

Question Four

- a) Distinguish between gender based violence (G.B.V) and gender discrimination (6marks)
- b) Gender based violence manifests itself in various ways, explain. (14marks)

Question Five

- a) Gender based violence has a cycle on how it starts and how it eventually ends, elaborate. (10marks)
- b) Why do victims of gender based violence often opt to stay? (10marks)

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