



# **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: 16<sup>TH</sup> APRIL, 2019**

**TIME: 8.30AM - 10.30AM**

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**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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