INSTRUCTION TO CANDIDATES
Answer Question ONE and any other THREE Questions

TIME: 2 Hours

This Paper Consists of 2 Printed Pages. Please Turn Over.

KIBU observes ZERO tolerance to examination cheating.
QUESTION ONE – COMPULSORY (30 MARKS)

a) Define the following terms: 
   i. Gender  
   ii. Sex  
   iii. Gender stereotypes  
   iv. Culture  
   v. Social constructions  
   vi. Stereotype 

b) Briefly discuss on the importance of culture in any society. (10 marks)

c) Highlight any four differences on how men and women communicate. (5 marks)

d) Discuss how culture has led to social constructions. (5 marks)

QUESTION TWO (20 MARKS)

a) Explain how advertisements depict stereotypes in relations to gender roles. (10 marks)

b) Movies and telenovelas portray the media stereotypes; in your own understanding explain how these stereotypes negatively impact the society. (10 marks)

QUESTION THREE (20 MARKS)

a) Explain what pop culture is. (2 marks)

b) Examine the different roles played by men and women in urban music videos. (8 marks)

c) How has gender roles been challenged and changed by mass media today. (10 marks)

QUESTION FOUR (20 MARKS)

Briefly explain the role and influence of mass media in the creation of gender stereotypes in advertisements, movies and billboards.

QUESTION FIVE (20 MARKS)

Magazines are written, designed and published to cater for the needs of men and women to massage their femininity and masculinity. Discuss the construction of masculinity in men’s magazines.