(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

2017/2018 ACADEMIC YEAR
FOURTH YEAR FIRST SEMESTER
SPECIAL/SUPPLEMENTARY EXAMINATION

FOR THE DEGREE OF BACHELOR OF JOURNALISM AND MASS COMMUNICATION

COURSE CODE: JMC 424
COURSE TITLE: GENDER AND THE MASS MEDIA
DATE: 5TH OCTOBER, 2018
TIME: 3.00-5.00PM

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: (12 marks)
   i. Gender
   ii. Sex
   iii. Gender stereotypes
   iv. Culture
   v. Social constructions
   vi. Stereotype

b) Explain how advertisements depict stereotypes in relation to gender roles. (10 marks)

c) How has gender roles been challenged and changed by mass media today. (8 marks)

QUESTION TWO (20 MARKS)

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

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

c) Discuss on how culture has led to social constructions. (5 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) Movies and telenovelas portray the media stereotypes; in your own understanding explain how these stereotypes negatively impact the society. (10 marks)

QUESTION FOUR (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.

QUESTION FIVE (20 MARKS)

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