



*(Knowledge for Development)*

# **KIBABII UNIVERSITY**

## **UNIVERSITY EXAMINATIONS**

**2020 /2021 ACADEMIC YEAR  
FOURTH YEAR FIRST SEMESTER**

### **MAIN EXAMINATION**

**FOR THE DEGREE OF BACHELOR OF JOURNALISM & MASS  
COMMUNICATION**

**COURSE CODE: JMC 424**

**COURSE TITLE: GENDER AND THE MASS MEDIA**

**DATE: 15<sup>TH</sup> JULY, 2021**

**TIME: 2.00 - 4.00PM**

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#### **INSTRUCTION TO CANDIDATES**

Answer Question **ONE** and any other **TWO** Questions. Avoid duplication of materials.

**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)**

Gender was represented in the media differently in the past than the way gender is represented in present times.

- a) What are the representations of women in the mass media in the past? Give Examples.
- b) What are the representations of men in the mass media today? Give Examples.

### **QUESTION TWO (20 MARKS)**

- a) Define and explain the differences between sex, gender and sexism?
- b) How does gender shape sexualisation of news and audience research?

### **QUESTION THREE (20 MARKS)**

- a) What is the role of the media in ensuring gender parity, fairness and balance in society?
- b) What is the impact of gender representation in the media on society?

### **QUESTION FOUR (20 MARKS)**

Mass media uses stereotypes in advertising in order to achieve its intended goals.

- a) How are men portrayed in advertisements
- b) How are women portrayed in advertisements
- c) What are the dangers of using stereotypes in advertising to both men and women?

### **QUESTION FIVE (20 MARKS)**

Gender plays a role in the day to day operations in the mass media.

- a) How does gender shape employment in the media?
- b) How does gender shape ownership and control of the media?
- c) How does gender shape men's magazines and modern masculinities?
- d) How does gender shape women's magazines and female identities?