



(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

2021/2022 ACADEMIC YEAR
FOURTH YEAR FIRST SEMESTER

END YEAR EXAMINATION

FOR THE DEGREE OF BACHELOR OF JOURNALISM & MASS
COMMUNICATION

COURSE CODE: JMA 415

COURSE TITLE: GENDER AND MASS MEDIA

DATE: 25/05/2022

TIME: 2:00PM – 4:00PM

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 1

(a) What is gender and Mass Media. (10 marks)

(b) Mc Luhan claims that the media made the world into a "global village". In relation to different media formats justify the statement. (10 marks).

QUESTION 2

a. Explain the meaning of the following convectional terms used in mass media

I. Sex (5 marks)

II. Gender. (5 marks).

b. Discuss how gender representation affect in mass media formats affects content production.

QUESTION 3

a) Explain the following terms used in gender and mass media

Masculinity (5 marks)

Femineity (5 marks)

b) The media is the force of gender expectations, as it stereotypes individuals on roles. How is *gender disparity in media carriers perceived in Kenya?* (10 marks)

QUESTION 4.

a. Explain how gender roles affect personal relationships in the society. (20 marks).