



(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

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

SPECIAL/SUPPLEMENTARY EXAMINATION

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

COURSE CODE: JMC 424

COURSE TITLE: GENDER AND MASS MEDIA

DATE: 11TH JANUARY, 2022

TIME: 11.00AM - 1.00PM

INSTRUCTION TO CANDIDATES

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

TIME: 2 Hours

This Paper Consists of 3 Printed Pages. Please Turn Over. ►

KIBU observes **ZERO** tolerance to examination cheating.

QUESTION ONE - COMPULSORY (30 MARKS)

- a) Discuss five ways through which the media has failed to promote the welfare of the Boy child. (15 marks)
- b) Generate five arguments in support of the fact that Western culture has to a great measure contributed to gender equality in Africa. (15 marks)

QUESTION TWO (20 MARKS)

- a) Explore five retrogressive cultural practices that have contributed to gender inequality in Kenya. (10 marks)
- b) Discuss measures that have been put in place to neutralize the practices mentioned in (a) above. (10 marks)

QUESTION THREE (20 MARKS)

Making reference to five advertisements appearing on the Kenyan media, discuss the different ways in which women have been stereotyped.

QUESTION FOUR (20 MARKS)

Using specific practical examples, discuss five benefits that Kenya may stand to gain by achieving 100% gender equality without compromising the place and role of marriages.

QUESTION FIVE (20 MARKS)

The media has been blamed for contributing to gender inequality in Kenya. Discuss five ways through which the Kenyan media has promoted gender inequality in the last two years.