



MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2011/2012

**FIRST YEAR SECOND SEMESTER EXAMINATIONS FOR
THE DEGREE OF MASTER OF ARTS IN
COMMUNICATION STUDIES
(MAIN, CITY & HOMABAY CAMPUSES)**

ACM 810: MEDIA, GENDER AND SOCIETY

Date: 8th May, 2012

Time: 2.00 – 5.00 p.m.

MASTERS

Department of Communication and Media Technology ACM 810: Media, Gender & Society.

Instructions: Answer questions ONE and any other TWO questions. 3hours

QUESTION 1

- i. Explain the difference between “Gender” and “Sex”(10Marks)
- ii. In less than 700 words, discuss the role of the media in the socialization of children for their gender roles in the society today (20 Marks).

QUESTION 2

- i. Define the term ‘Gender-Based Violence?’ (5 Marks)
- ii. Discuss one form of gender-based violence commonly experienced by either men or women in your community. (10 Marks)

QUESTION 3

Imagine you have been asked by Africa’s top Women’s magazine TRUE LOVE to write about “a woman who has excelled in life despite gender discrimination in her community to celebrate The International Women’s Day. Write the article highlighting why you admire her and her new role identity as significant departure from the traditional identity and norms. Has she become like a man? (15 Marks)

QUESTION 4

“Even though society portrays men as strong and powerful, men are just as weak, oppressed and violated against as women in society”. Discuss. (15 Marks)

QUESTION 5

Explain theories of social inequalities in human societies. (15Marks)