



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2016/2017

**SECOND YEAR FIRST SEMESTER EXAMINATION FOR DEGREE
OF BACHELOR OF EDUCATION ARTS WITH INFORMATION
TECHNOLOGY**

MAIN CAMPUS

AEN 213: GENDER AND COMMUNICATION

Date: 3rd December, 2016

Time: 8.30 - 11.30am

INSTRUCTIONS:

- Answer Question ONE and any other TWO.



Q1. Read Extract 1 and answer the following questions.

(a) Identify and discuss any SIX stereotypes about single women from the text. (15 marks)

(b) Supposing the above article was about bachelors, explain how the identified SIX stereotypes would be presented. (15 marks)

Q2. (a) Define the term sexism using the following concepts.

(i) Generic pronouns

(ii) Occupations

(iii) Insults

(iv) Proverbs

(v) Gender-bias words

(vi) Gender neutral terms

(20 marks)

Q3. (a) Distinguish any FIVE features of men's language and women's language and show the criticisms levelled against genderlects (10 marks)

(b) Discuss any FIVE features of gossip in the conversations of men and women (10 marks)

Q4. Using any gender of your choice, explain any FIVE verbal and FIVE non-verbal aspects of sexual harassment in the workplace (20 marks)

Q5. (a) Using suitable examples, describe any FOUR ways that children learn gender roles (8 marks)

(b) With reference to the Kenyan context, explain how men and women are portrayed in the media. (12 marks)

THEPLAINTRUTH: JOHN TERTIEN

Stop blaming your singlehood on your beauty and success

For a long time women have explained away their singlehood by claiming that men are intimidated by their beauty and achievements, but that's a hoax.

"Men are intimidated by me because I am

too strong, too wealthy or too beautiful" is the most common lie that powerful or successful African women tell themselves. Without fail, every time a woman in a leadership position, or one who is wealthy or one who is drop-dead gorgeous is asked why she is still single, she'll almost always say that it is because men are intimidated by her power, her wealth, her success or her beauty. She imagines that because she is so beautiful, or because she has put in so much work and achieved so much, then men should be tripping over themselves for her, and if they don't, she concludes that they are intimidated by her. This woman is mistaken.

The idea of the intimidating woman is a myth, a tired cliché. To be fair, this isn't something that women came up with. It is a myth that society reinforces. Little African girls are raised to be second-best. You can't be too strong or too successful because that will scare men away. Girls

grow up with the belief that to be attractive to the opposite sex, they need to be careful not to shine too much, and especially, not to shine more than men.

Tell yourself what you may, but the truth is that there are more than enough eligible men out there who are attracted to, and can handle beautiful, rich and powerful women.

So before you declare yourself as intimidating and resign yourself to singlehood, before you take to dumbing yourself down or downplaying your achievements because you imagine that this is the only way you will be attractive, think of the other possible reasons that you could be single. Maybe the men you have been meeting are just not interested in the same thing as you, maybe you haven't made time for coupling, or maybe in your quest for success you shunned the dating scene.

The other truth is that having power, wealth and beauty is not enough.

For a healthy, progressive relationship, you will need to put in the work. To attract love, you will need to put yourself out there, to get out of the office and out of your house. To be fair, there are men who prefer women they consider weaker. Men who like it when their love interests look up to them. Do not, however, fall into the trap of thinking that this is the norm and do not try to downplay your achievements just so that your man will not feel emasculated. It is not your work to make a man feel like a man, that's his job. If a man feels emasculated by your strength, then he is not the right partner for you. Should you come across such a man, find comfort in the fact that for every one such man, there are two out there who will be attracted by your strength. You just need to go out there and find that man who loves you as you are.



Send your feedback to satmag@the.nationmedia.com