

CHUKA



UNIVERSITY

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**SECOND YEAR EXAMINATION FOR THE AWARD OF DEGREE OF
BACHELOR OF ARTS (COMMUNICATION & MEDIA)**

COMM 242: GENDER ISSUES IN COMMUNICATION

STREAM: B.A (COMM & MEDIA) Y2S2

TIME: 2 HOURS

DAY/DATE: THURSDAY 14/4/2011

11.30 A.M. – 1.30 P.M.

INSTRUCTIONS:

(Question 1 Compulsory. Choose 2 other questions).

1. Sex is our biology, everything else is gender. If you know that the difference is 100% biological it is a sex difference. Everything else must be considered a gender difference. (Nobelius Am, Wainer J, 2004)
 - (a) Using the above quote, explain the difference between sex and gender, and explain the social construction of gender. [15 marks]
 - (b) Discuss the concept of sexism in media coverage. [15 marks]
 2. Communication between men and women has been compared to intercultural communication. How is communication between the sexes similar to or different from intercultural communication? [20 marks]
 3. Explain the feminist approach to society and compare it to other approaches to society. [20 marks]
 4. With examples, discuss and compare the images of men and women in the media and advertising arenas, analyze any stereotypes they promote or combat, and give recommendations for gender-sensitive communication. [20 marks]
 5. Analyze the attached pieces for gender-sensitive reporting. [20 marks]
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