



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2015/2016

**SECOND YEAR FIRST SEMESTER EXAMINATION FOR THE DEGREE
OF BACHELOR OF ARTS AND SOCIAL SCIENCES WITH
INFORMATION TECHNOLOGY**

MAIN CAMPUS

AEN 213: GENDER AND COMMUNICATION

Date: 7th January, 2016

Time: 2.30 - 4.30pm

INSTRUCTIONS:

- Answer Question ONE and any other TWO questions.



1. (a) Define the following concepts

- (i) Gender
- (ii) Sex
- (iii) Sexuality
- (iv) Sexual orientation

(8 marks)

(b) With the aid of the diagram below, explain SIX gender bias stereotypes in any language

(12 marks)



© "Women are able to see things differently than men and they ask questions that men just do not get" Pope Francis (2015). Discuss this statement by comparing and contrasting FIVE features of the language of men and women

(10 marks)

2. With the aid of SIX illustrations from any natural language, explain the notion of sexism in human language

(20 marks)

3. (a) Show the manifestation of gender, power and language in the political arena using FIVE examples

(10 marks)

(b) Describe the debate on the representations of men and women in the media, using FIVE illustrations

(10 marks)

4. Using suitable examples from various cultures, show SIX representations of gender in the metaphor.

(20 marks)

5 (a) Discuss the interrelation between gender and the language of insults (10 marks)

(b) Describe the gender dimensions in the language of gossip (10 marks)