



MACHAKOS UNIVERSITY

University Examinations for 2019/2020 Academic Year

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF SOCIAL SCIENCES

FOURTH YEAR SECOND SEMESTER EXAMINATION FOR

BACHELOR OF ARTS (GENDER AND DEVELOPMENT STUDIES)

AGD 416: GENDER AND MEDIA

DATE: 21/10/2020

TIME: 8:30 - 10:30 AM

INSTRUCTIONS: Answer QUESTION ONE and any other TWO QUESTIONS

QUESTION ONE (COMPULSORY) (30 MARKS)

- a) Discuss the importance of representation of both genders in film, print media, and social media (10 marks)
- b) Examine the role that the media plays in perpetuating body image issues and eating disorders among young people. (10 marks)
- c) Explain the different ways misogyny has been spread through the use of the media by peers. (10 marks)

QUESTION TWO (20 MARKS)

- a) To understand society, you have to understand media. Discuss this statement in respect to gender relations. (10 marks)
- b) The media houses need to engage more female voices to avoid a singular gender narrative. Discuss why this is necessary and how it can be done. (10 marks)

QUESTION THREE (20 MARKS)

- a) Discuss FIVE shortcomings of the media in modeling behavior especially films, TV programs and social media. (10 marks)

- b) The media reflects a patriarchal world through the use of misogynistic images (representations of women). Explain FIVE strategies needed to change this outlook.
(10 marks)

QUESTION FOUR (20 MARKS)

- a) Media delivers content that shapes gender relations in society. Analyze this statement.
(10 marks)
- b) In families in where the gender roles are largely traditional, television may tend to serve to reinforce such gender roles. In this way television certainly plays a role in the construction of gender roles. Discuss how television can be used to change gender stereotypes and gender roles.
(10 marks)

QUESTION FIVE (20 MARKS)

- a) All viewers have several options regarding gender images: to accept them, to disregard them, to interpret them in their own way; and to reject them. Examine the role of media in spreading positive gender images especially or women.
(10 marks)
- b) The language and tone used by the media can change the way a message is perceived. Discuss how media language used in children programmes can influence how they view the opposite gender.
(10 marks)

