



MACHAKOS UNIVERSITY

University Examinations for 2022/2023 Academic Year

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF SOCIAL SCIENCES

FOURTH YEAR FIRST SEMESTER EXAMINATION

FOR BACHELOR OF ARTS (GENDER AND DEVELOPMENT STUDIES)

AGD 416: GENDER AND MEDIA

Date:

Time:

INSTRUCTIONS: Answer QUESTION ONE and any other TWO QUESTIONS.

QUESTION ONE

- a) Describe any **THREE** categories of mass media. (6 marks)
- b) Explain any **THREE** gender stereotypes in the Kenyan culture. (6 marks)
- c) Give **THREE** ways in which local media has promoted sexism. (6 marks)
- d) Discuss how media contributes to gender-based violence. (6 marks)
- e) Highlight **THREE** aspects of gender underrepresentation in the media sector.(6 marks)

QUESTION TWO

- a) Discuss any **FIVE** effects of media on a society. (10 marks)
- b) From *interactionists'* viewpoint, discuss **FIVE** ways in which media has influenced the Kenyan culture. (10 marks)

QUESTION THREE

- a) Elaborate on **FIVE** contributions of media towards gender stereotyping. (10 marks)
- b) Discuss any **FIVE** manifestations of gender underrepresentation across the sectors of Kenya's economy. (10 marks)

QUESTION FOUR

- a) Expound on **FIVE** contributions of media towards gender empowerment. (10 marks)
- b) Explain **FIVE** ways in which media has aided the fight against gender-based violence. (10 marks)

QUESTION FIVE

- a) Discuss **FIVE** ways in which gender stereotypes have influenced men and women in their career choices. (10 marks)
- b) Explain **FIVE** effects of access to media on gender empowerment processes. (10 marks).