



MACHAKOS UNIVERSITY

University Examinations 2018/2019

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF SOCIAL SCIENCES

FOURTH YEAR SECOND SEMESTER EXAMINATION FOR

BACHELOR OF ARTS

AGD 416: GENDER AND MEDIA

DATE: 3/5/2019

TIME: 2.00-4.00 PM

INSTRUCTIONS

Answer Question One and any other Two Questions

QUESTION ONE (30 MARKS)

- a) Describe the role of media with reference to gender (8 marks)
- b) Discuss four characteristics of Folk media (8 marks)
- c) Examine five factors to consider when designing media messages aimed at influencing gender stereotyping in a society (10 marks)
- d) Explain the meaning of the followings terms as used in gender and media
 - i) Culture
 - ii) Media (4 marks)

QUESTION TWO (20 MARKS)

- a) Assess how culture influences gender roles in society (10 marks)
- b) Discuss the perceptions of communication on gender (10 marks)

QUESTION THREE (20 MARKS)

- a) Examine gender stereotyping in advertising (12 marks)
- b) Analyze any four media stereotypes (8 marks)

QUESTION FOUR (20 MARKS)

- a) Discuss the impact of modernization on gender (10 marks)
- b) Discuss any five gender classification techniques (10 marks)

QUESTION FIVE (20 MARKS)

- a) Examine the salient features of oral literature (10 marks)
- b) Citing relevant examples, discuss the impact of folk media on gender (10 marks)