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(University of Choice)

**MASINDE MULIRO UNIVERSITY OF
SCIENCE AND TECHNOLOGY
(MMUST)**

MAIN CAMPUS

**UNIVERSITY EXAMINATIONS
2019/2020 ACADEMIC YEAR**

**MASTER OF SCIENCE IN COMMUNICATION STUDIES
COURSE CODE: MSCOM 811**


**COURSE TITLE: GENDER, CULTURE AND
COMMUNICATION**

DATE: 21/04/2022

TIME: 9.00 -12.00PM

INSTRUCTIONS TO CANDIDATES

Time: 2 hours. Answer question **ONE** and any other **TWO**

This paper consists of two (2) pages. Please turn over 

MMUST observes ZERO tolerance to examination cheating

1. Gender is always about more than a person's sex.
 - a) Comment on the truth in the above statement regarding gender (10 marks)
 - b) Discuss how non-verbal communication among men and women has contributed further to stereotypes (10 marks)
 - c) Explain why it is critical to understand the power of culture to relate well with the among the genders (10 marks)

2. There is a general belief that male and female communication styles and patterns perpetually differ.
 - a) Discuss 6 similarities and 6 differences in male and female communication (6 marks)
 - b) Comment on the role of culture on the differences between men and women in Kenya (9 marks)

3. Conflict is endemic in human relationships. The ability to work with conflict is a useful skill in communication.
 - a) What do you understand by the statement that conflict is endemic in human relationships? (5 marks)
 - b) Discuss 5 causes of conflict in between men and women (5 marks)
 - c) Comment on the fact that sometimes conflict is necessary for society to move forward. (10 marks)

4. There is need to recognize that gender identity need not be oppressive and limiting.
 - a) Discuss the statement giving three (3) reasons for your argument (6 marks)
 - b) Using illustration discuss the role of women in development (12 marks)
 - c) Which segment of the population has been limited more as a result of gender identity and why? (7 marks)

5. Citing case studies, discuss the future of the family set up given the changing gender roles in modern times (15 marks)