



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

MAIN CAMPUS

**UNIVERSITY EXAMINATIONS
2023/2024 ACADEMIC YEAR**

FOURTH YEAR FIRST SEMESTER EXAMINATIONS

**FOR THE DEGREE
OF
BACHELOR OF JOURNALISM AND MASS
COMMUNICATION**

COURSE CODE: JMC 404

COURSE TITLE: GENDER AND MASS MEDIA

DATE: 14/12/2023

TIME: 3.00 pm-5.00 pm

INSTRUCTIONS TO CANDIDATES

Answer THREE (3) Questions. **Question 1 (One) is compulsory**

TIME: 2 Hours

MMUST observes ZERO tolerance to examination cheating

This Paper Consists of 2 Printed Pages. Please Turn Over. ►

JMC 404: Gender and Mass Media

1. Worldwide, print media and electronic media continue to enjoy a widespread reach. They also leave their impression on both general readers and policy makers. Media commitment and support are seen as necessary for effecting social reform and initiating various movements towards achieving a better quality of life for women.

Discuss different interventions that media can play to bring about gender mainstreaming [30 Marks]

2. Men and women are portrayed in advertisements according to the constructed definition of femininity and masculinity. Discuss. [20 Marks]

3. You are a media practitioner and feminist activist. Explain the gender stereotypes that perpetuate gender inequality, hence affect women, both physically and psychologically [20 Marks]

4. The *two-third gender rule* in the 2010 new Kenyan Constitution is meant to bring about gender equality and equity in the country. In your own views, critique its success and failures [20 Marks]

5. There are some concerns that, too much attention, by both family and government has been focused on the girl-child at the expense of a boy-child. By use of examples, analyze this statement [20 Marks]

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