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**UNIVERSITY EXAMINATIONS**

**2022/2023 ACADEMIC YEAR  
FOURTH YEAR FIRST SEMESTER**

**MAIN EXAMINATION**

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

*[PUBLIC RELATIONS & ADVERTISEMENT OPTION]*

**COURSE CODE: JMA 415**

**COURSE TITLE: GENDER AND THE MASS MEDIA**

**DATE: 18<sup>TH</sup> APRIL, 2023**

**TIME: 2.00 - 4.00PM**

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**INSTRUCTION TO CANDIDATES**

Answer Question **ONE** and any other **TWO** Questions.

**TIME: 2 Hours**

**QUESTION ONE - COMPULSORY (30 MARKS)**

- a) In your own view, why is the knowledge on gender important in the mass media studies? (5 marks)
- b) Differentiate the following concepts as learned in this course. (12 marks)
- i. Gender
  - ii. Sex
  - iii. Sexism
  - iv. Sexual orientation
  - v. Gender identity
  - vi. Gender expression
- c) State what the Constitution of Kenya provides for in article 60 (1). (5 marks)
- d) Describe the terms 'queer and asexuality.' (8 marks)

**QUESTION TWO (20 MARKS)**

With examples, explain the concept of 'the new woman.'

**QUESTION THREE (20 MARKS)**

Discuss the Warren Hedges' "Taxonomy of Feminist Intellectual Traditions," positions. .

**QUESTION FOUR (20 MARKS)**

Discuss the four stages of socialization with their relevance to mass media.

**QUESTION FIVE (20 MARKS)**

With examples, showcase gender differences in interpersonal communication.