



KARATINA UNVERISITY
UNIVERSITY EXAMINATIONS
THIRD YEAR, FIRST SEMESTER EXAMINATION
2023/2024 ACADEMIC YEAR

FOR THE DEGREE OF:
BACHELOR OF SCIENCE IN COMMUNICATION AND PUBLIC
RELATIONS

COURSE CODE: CCM 303

COURSE TITTLE : GENDER AND COMMUNICATION

DATE: 14TH DEC 2023

TIME : 11.00AM-1.00PM

INTRUCTIONS TO THE CANDIDATES

See Inside

CCM 303: GENDER AND COMMUNICATION

Answer Four Questions: Question one is Compulsory

1).Lindsey (2016) Pearson,et al(2017) and Wood(2015) all agree that men and women and different communications lead to gender differences in Communication.Research findings conclude that men and women communication online mirrors what happens in real life.

a)Compare and contrast male and female communication . (10 marks).

b)Using examples,justify why there are more males using LinkedIn than females.
(5 marks).

c)Comment on language and gender as demonstrated in Social media networks.
(6 marks).

d) Using appropriate examples differentiate between gender and sex and discuss the role of culture in this mix.
(4 marks).

2) Gender and Communication scholars argue that language defines gender and communicates culture.

a)Using relevant examples examine four types of power and explain how these are gendered (8 marks).

(b) Can someone be simultaneously powerful and powerless? Give examples (2 marks).

c) How can communication overcome social and cultural views about gender that limit individual health, growth, and development? (5 marks).

3) Technology has changed people's interactions in the 21st century.

a) With appropriate examples, name and discuss four agents of socialization and demonstrate their role in gender and communication.(8 marks)

b) With examples from any two Kenyan communities, demonstrate the relationship between language and culture and demonstrate the role of culture in the construction of femininity and masculinity today. (7 marks)

4) In our local church, members are treated differently especially those who lose their spouses. When a man's wife dies, the church will mobilise members to get a partner to support the poor and weak man but when a woman's husband dies, the society and church members do not offer support to her. In some cases, the extended family will be fighting her because of the late husband's property.

a) With your own examples, discuss the reasons why the society treats men and women differently (8 marks).

b) In the context of gender and communication, justify the reasons why some societies are still using the 20th century communication language that was gender blind. These are words such as Chairman, headmaster, man to mean everyone, and prostitute to mean a woman (7 marks)

5) Using relevant examples, comment on three theories that explain gender development (9 marks).

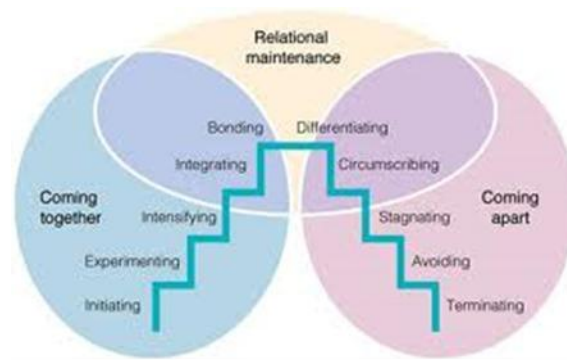
b) Comment on today's confusion about gender and sex and show how their enactment is destroying generations (3 marks).

c). Compare and explain the reasons for differences in male and female mortality and morbidity rates. You can use Science to back up your answers (3 marks).

6) The Kenyan media (print and electronic) portray men and women differently.

a) Using different communication settings, comment on gender and communication as portrayed on Kenyan television stations (news and other content). (8 marks).

b). Identify the myths and realities surrounding romantic love and how these influence marriage.



You can refer to relationship development and types of love knowledge that you already have (7 marks).