



MURANG'A UNIVERSITY OF TECHNOLOGY
SCHOOL OF EDUCATION, HUMANITIES AND SOCIAL
SCIENCES

DEPARTMENT OF HUMANITIES

UNIVERSITY ORDINARY EXAMINATION

2023/2024 ACADEMIC YEAR

SECOND YEAR SECOND SEMESTER EXAMINATION FOR BACHELOR
OF EDUCATION (ARTS)

CLM 206 – GENDER ISSUES IN COMMUNICATION

DURATION: 2 HOURS

INSTRUCTIONS TO CANDIDATES:

1. Answer question one and any other two questions.
2. Mobile phones are not allowed in the examination room.
3. You are not allowed to write on this examination question paper.

SECTION A: ANSWER ALL QUESTIONS IN THIS SECTION

QUESTION ONE (30 MARKS)

- a) Define the following terms:
- i. Empowerment (2 marks)
 - ii. Gender based violence (2 marks)
 - iii. Conversation analysis (2 marks)
- b) Distinguish between gender and sex. (6 marks)
- c) Analyse any four gender related factors that would have an impact in modern art and culture. (12 marks)
- d) Explain how the psychoanalytic theory and the cognitive development theory work in gender and communication studies. (6 marks)

SECTION B – ANSWER ANY TWO QUESTIONS IN THIS SECTION

QUESTION TWO (20 MARKS)

- a) Discuss using any three examples, the effects of gender issues in employment. (12 marks)
- b) Analyse using any two examples the impact of gender in modern advertisement. (8 marks)

QUESTION THREE (20 MARKS)

- a) You have been invited to give a talk on gender issues within our current society. Elaborate any three issues you would prioritize. (12 marks)
- b) Describe using any two examples how gender can have an impact in religious matters. (8 marks)

QUESTION FOUR (20 MARKS)

- a) Analyse the characteristics of any three forms of feminism. (12 marks)
- b) Elaborate using any two example, the effects of gender issues in politics. (8 marks)