

LAIKIPIA



UNIVERSITY

UNIVERSITY EXAMINATIONS

2ND SEMESTER 2023/2024 ACADEMIC YEAR

SECOND YEAR EXAMINATION FOR BACHELOR OF COMMUNICATION AND MEDIA STUDIES

COMM 222: GENDER ISSUES IN COMMUNICATION

STREAM: R

TIME: 2 HRS

DAY: MONDAY (11.30-1.30PM)

DATE: 15/4/24

THIS QUESTION PAPER CONSISTS OF TWO (2 PAGES)

PLEASE DO NOT OPEN UNTIL THE INVIGILATOR SAYS SO.



INSTRUCTIONS: Answer question **ONE** and any other **TWO** questions

QUESTION ONE (30 MARKS)

- a Explain your understanding of the term ‘Gender’ [6 Marks]
- b Using relevant illustrations, show how Gender is different from Sex? [4 Marks]
- c Explain the importance of studying communication and gender for communication scholars and practitioner [20 Marks]

QUESTION TWO (20 MARKS)

- a Name and briefly explain at least three theories of gender and language [6 Marks]
- b Exhaustively discuss one of the theories and show its importance in the analysis of Communication and Gender [14 Marks]

QUESTION THREE (20 MARKS)

Discuss five (5) non-verbal aspects of gendered communication and explain the implications in a workplace set up [20 Marks]

QUESTION FOUR (20 MARKS)

In a business meeting that comprises both men and women, explain five (5) gender differences in the discourse patterns of that group and discuss the implications of these patterns for the organisation. (20 Marks)

QUESTION FIVE (20 MARKS)

Using appropriate illustrations, discuss five (5) elements of gender bias in reading materials and textbooks that are used in our schools in Kenya. (20 Marks)

