



MACHAKOS UNIVERSITY

University Examinations for 2019/2020 Academic Year

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF SOCIAL SCIENCES

**THIRD YEAR SECOND SEMESTER EXAMINATION FOR
BACHELOR OF ARTS (GENDER AND DEVELOPMENT STUDIES)**

AGD 416: GENDER AND MEDIA

DATE: 18/11/2020

TIME: 2:00 – 4:00 PM

INSTRUCTIONS: Answer QUESTION ONE and any other TWO QUESTIONS

QUESTION ONE (COMPULSORY) (30 MARKS)

- a) How would you evaluate the media as a vehicle for spreading nudity and sex among peers? Discuss using five examples. (10 marks)
- b) As a political campaign manager for a female candidate, you realize that the media can make or break your candidate. Compare and contrast the positives and negatives of running a media campaign. (10 marks)

QUESTION TWO (20 MARKS)

- a) You are watching a movie with your children and you find that the portrayal of women is in stereotypical ways. Discuss how you can educate your children to be conscious of these biases. (10 marks)
- b) As a media manager for Royal Media, formulate five ways to ensure that the films, TV programs and social media platforms model good behavior. (10 marks)

QUESTION THREE (20 MARKS)

- a) Evaluate the view that the media has direct and immediate effects on their audiences; both men and women. (10 marks)
- b) To understand a society, you have to understand the media that thrives in that society. Discuss this statement in respect to gender relations. (10 marks)

QUESTION FOUR (20 MARKS)

- a) Discuss how body image issues have been perpetuated by the media especially towards young people.
(10 marks)
- b) All viewers have several options regarding gender images: to accept them, to disregard them, to interpret them in their own way; and to reject them. Examine the role of media in spreading positive gender images for men and women.
(10 marks)

QUESTION FIVE (20 MARKS)

- a) Advertising is featured primarily for younger audiences who are easily swayed by media messages. Explain reasons why advertisements may mislead young women and men.
(10 marks)
- b) Media delivers content that shapes gender relations in society. Analyze this statement.
(10 marks)