



PAN AFRICA CHRISTIAN UNIVERSITY

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

END OF SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF ARTS  
IN

COMMUNICATION

SEPTEMBER-DECEMBER 2025

CAMPUS: ROYSAMBU

DEPARTMENT: COMMUNICATION, LANGUAGES AND LINGUISTICS

COURSE CODE: DCO 301

COURSE TITLE: GENDER, COMMUNICATION AND DEVELOPMENT

EXAM DATE:

TIME:

DURATION: 3 HOURS

INSTRUCTIONS

- Read all questions carefully before attempting.
- Answer question ONE and any other TWO Questions
- All other PAC University examination rules and regulations apply

INSTRUCTIONS

SECTION A is COMPLUSORY (10marks)

Select any THREE questions in section B (30 Marks)

Blend-Day

Semester: September-December 2025

## **SECTION A (COMPULSORY)**

### **Question one**

- a) The media, it is claimed, is not only a mirror of the society but also a powerful agent of change. However, the media also stands accused of reinforcing gender stereotypes and underrepresents women in technical roles. Using localized examples demonstrate the media's construction of masculinity and femininity (5 marks)
- b) The muted group theory explains how language and communication are shaped by the dominant group. Using examples within your context, examine this theory in relation to gender, communication and development. (5 marks)

## **SECTION B (THREE QUESTIONS)**

### **Question two**

- a) The root cause of many of the challenges faced by women in Africa and specifically Kenya today can be traced to colonialism. Use examples to discuss the FIVE ways colonization disadvantaged women. (5 marks)
- b) There are several challenges facing girls in education. Using local examples to present your case. Give a detailed examination of any TWO of these challenges. (5 marks)

### **Question three**

- a) Due to Patriarchy's strong grip on the instruments of power, gender equity is not possible without some positive discrimination for women. Using examples, examine any TWO approaches that were meant help include women's agenda in development (5 marks)
- b) Using examples of local leadership scenario, discuss transformational and transactional leadership theories and the link to gender, communication and development (5 marks)

### **Question four**

- a) There are four themes that demonstrate how the media reflects and promotes traditional arrangements between the sexes. Using example to discuss these themes. (4 marks)
- b) Explain THREE obstacles preventing gender fair language from becoming linguistic norm or standard thus preventing the change towards of men and women. (6 marks)

### **Question five**

- a) Use examples to discuss how tokenism affects women in leadership (4 marks)
- b) One of the challenges women in leadership positions struggle with is being heard. Use examples to examine THREE practical recommendation they can overcome this. (6 marks)