



PAN AFRICA CHRISTIAN UNIVERSITY

MAY 2023 TRIMESTER EXAMS

**DCO 301: GENDER, COMMUNICATION & DEVELOPMENT (Degree,
COMMUNICATION)**

ROYSAMBU & VALLEY ROAD (DAY/EVENING)

Time 3hrs.

Instructions: Answer ALL questions in SECTION A and any other THREE questions in SECTION B

SECTION A (10 marks)

1. Answer the question below:

Gender stereotyping has become a norm in our society, one can even say, accepted.

Using relevant examples, demonstrate how journalism has propagated gender stereotyping overtime. (10 marks)

SECTION B (30 marks)- Answer any THREE of the following questions:

2. Gender is so dynamic and complex, especially in today's culture where so many agendas are in play. Justify two reasons why gender has become a complex issue in society today. (10 marks)
3. Discuss five major tenets of the sociobiology theory that explain why men and women are different in their nature. (10 marks)
4. Using relevant examples, explain the relationship between gender, communication, and culture in the context of Kenya's culture. (10 marks)
5. SDG number 5 states that the goal is to achieve gender equality and empower all women and girls. Evaluate any two measures that have been put forth in Kenya, towards gender equitability. (10 marks)