



PAN AFRICA CHRISTIAN UNIVERSITY
SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
END OF SEMESTER EXAMINATION FOR THE DIPLOMA IN COMMUNICATION
JANUARY - APRIL 2026 TRIMESTER
COURSE CODE: DCO 301
COURSE TITLE: GENDER, COMMUNICATION, AND DEVELOPMENT
EXAM DATE:xxxxxxx
TIME: xxxxxx
DURATION: 3 HOURS
INSTRUCTOR: REDEMPTOR ATIENO

INSTRUCTIONS

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

SECTION A

Question1 (Compulsory)

(30 MARKS)

Read the case study below and answer ALL the questions that follow.

Case Study: *“Voices of the Village” Project*

A non-governmental organization (NGO) launched a community radio project called “Voices of the Village” in a rural area. The aim of the project was to promote women’s participation in local development issues such as agriculture, education, and health.

However, after six months, it was observed that:

- Most of the radio programmes were hosted by men.
- Women rarely called in or participated in discussions.
- The language used in the programmes often portrayed women as dependents rather than decision-makers.
- Cultural beliefs in the community discouraged women from speaking in public forums.
- The project team had not used any formal gender analysis tools during planning.

Questions

- a) Using examples from the case study, distinguish between gender and sex. (2 marks)
- b) Explain two ways in which cultural values and gender stereotypes are affecting the project. (4 marks)
- c) Using the case study, explain four gender-related problems affecting women’s participation in the project. (8 marks each)
- d) Apply **two relevant gender theories or concepts** (e.g. Social Construction of Gender, Gender and Power, Gender Roles) to explain why women are marginalized in the project. (8 marks each)
- e) Suggest two practical strategies the NGO can use to improve women’s participation using principles of communication for development. (8 marks)

SECTION B: Answer any Two Questions

2. a) Define gender-sensitive communication. (3 marks)
- b) Explain the concept of gender roles and gender needs in development communication. (6 marks)
- c) Briefly discuss three important aspects of empowerment and participation in achieving sustainable development. (6 marks)

3. Discuss the major theories of gender taught in this unit and explain their implications for communication for development practice. (15mks)

4. Explain the empowerment and participation frameworks and assess their significance in promoting inclusive development. (15mks)

5.a) Analyse the concepts of femininity and masculinity. (5mks)

b) Discuss how they shape communication patterns between women and men. (10mks)