



PAN AFRICA CHRISTIAN UNIVERSITY

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

END OF SEMESTER EXAMINATION FOR THE DEGREE OF

BACHELOR OF ARTS IN COMMUNICATION

MAY-AUGUST 2019 SEMESTER

CAMPUS: ROYSAMBU

DEPARTMENT: COMMUNICATION, LANGUAGES & LINGUISTICS

COURSE CODE: DCO301

COURSE TITLE: GENDER, COMMUNICATION & DEVT

EXAM DATE: TUESDAY 6th AUGUST 2019

DURATION: 2 HOURS

TIME: 9:00AM-11:00AM

INSTRUCTIONS

- Read the instructions and questions carefully before you write the answers.
- Write your **STUDENT NUMBER** in the Answer Booklet given
- *Write clearly and legibly.*
- **Answer question ONE and any other TWO questions**
- *ALL PAC University's examination rules and regulations apply*

QUESTION 1: COMPULSORY

- a) Define the following terms:
 - i. Gender equality (2 marks)
 - ii. Gender equity (2 marks)
- b) Using relevant examples, describe any three factors that influence gender relations. (6 marks)
- c) With the help of appropriate examples, explain the relationship between gender, communication and development. (10 marks)
- d) Explain the relevance of the arguments of the modernization paradigm to gender and development in the Kenyan context. (10 marks)

QUESTION 2

Discuss the application of the participatory development paradigm in addressing gender issues in society. (20 marks)

QUESTION 3

- a) Describe two roles that media can play in promoting gender relations and development at the grassroots level. (10 marks)
- b) Outline five challenges that media faces in promoting gender relations and development among rural communities. (10 marks)

QUESTION 4

With reference to local examples, support the arguments of the standpoint theory in gender, communication and development. (20 marks)

QUESTION 5

Using relevant examples from Kenya, discuss the relevance of the muted group theory in gender, communication and development. (20 marks)