



CAMPUS: ROYSAMBU CAMPUS

SEMESTER: SEPTEMBER- DECEMBER 2024

COURSE TITLE: GENDER, COMMUNICATION & DEVELOPMENT

COURSE CODE: DCO 301

LECTURER: HARON MWANGI

INSTRUCTIONS: SECTION A IS COMPULSORY. ANSWER ANY THREE QUESTIONS FROM SECTION B.

SECTION A (COMPULSORY)

Question 1(10 marks)

- a) Describe how gender is constructed in a specific African community, providing examples of roles and (4 marks)
- b) (i) Explain the difference between the terms "gender" and "sex," and, (1 marks)
(ii) Between "gender roles" and "sex roles." (1 marks)
- c) Discuss how societal acceptance of gender-based violence against one group can negatively impact gender equality efforts. Provide examples where possible. (4 marks)

SECTION B (30 marks)

Answer any THREE of the following questions

- 2. (a) Distinguish between gender portrayal and representation by the media. (5 Marks)
(b) Demonstrate how the above (2a) may perpetuate gender stereotypes, particularly in advertising and news. (5 Marks)
- 3. Participatory development, where both men and women are included in the development process, is likely to ensure the success of development projects. Discuss at least five parameters you would use to analyze gender component in a development project (10 Marks)
- 4. Using the principles of feminist theory, demonstrate how the gap between men and women has gradually been closed in the last two decades in Kenya, particularly in the education and business sectors (10 Marks)
- 5. Discuss at least five ways in which the Kenyan Constitution, legislation, and policies have addressed gender inequalities in Kenya (10 Marks)