



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2017/2018

SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF
ARTS

AGD 416: GENDER AND MEDIA

DATE: WEDNESDAY 25TH JULY 2018

TIME: 4.30 P.M. -6.30 P.M.

INSTRUCTIONS

Answer any **THREE** questions

1. Media is responsible for shaping gender perception and images in the contemporary society. Discuss. (23 marks)
2. Citing a specific TV programme, discuss how media portray men and its effect on behaviour in real life situation. (23 marks)
3. Using 5 relevant examples discuss how social media has been used to transfer gender norms and popular culture globally. (23 marks)
4. You have been hired by a local TV station as a gender consultant, describe how you will use the gender audit tool to ensure that gender has mainstreamed its programmes. (23 marks)
5. Discuss why media tailor cut most of their programs to target young men and women in our society. (23 marks)