

UNIVERSITY OF ESWATINI
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
2018/2019 SEMESTER EXAMINATION QUESTION PAPER: MAIN

TITLE OF PAPER: GENDER AND THE MEDIA

COURSE CODE: JMC432

TIME ALLOWED: 3 HOURS

INSTRUCTIONS:

1. Answer THREE questions. At least one question from each section.
2. Spelling and grammar will count in grading.
3. Use your examples to illustrate your answer(s)

**THIS PAPER IS NOT TO BE OPENED UNTIL PERMISSION HAS BEEN GRANTED BY THE
INVIGILATOR**

SECTION A

QUESTION 1

Gender forms an integral part of human life, and impacts on beliefs, perceptions and expectations. Gender determines the different roles ascribed by societies to men and women. Discuss the ways in which gender relations are reproduced by the media.

(20 Marks)

Question 2

Since the selection and structure of the news occurs within a specific culture, it is gendered. Describe the hierarchal nature of the selection and structure of news in the news media.

(20 Marks)

Question 3

Use the picture of Pastor Bakhe Dlamini. In a patriarchal society where gender roles are defined, such a man's behaviour is anathema. Discuss this picture in view of a changing society.

(20 Marks)

SECTION B

Question 4

"I am a woman and sometimes I do say 'no' when I mean 'yes', insisted Hlobisile Ndlovu, then Minister of Sports, Culture and Youth. (Source: Times of Swaziland, 20/11/2010). Discuss the six myths in media reporting of rape.

(20 Marks)

Question 5

As much as advertising reinforces conservative roles of women and their interests, it suits their 'liberated' interests. Explain the shift from the portrayal of women as sex objects to the portrayal of women as desiring sexual subjects.

(20 Marks)

Question 6

Discuss how talk-shows have contributed to the empowering of women.

(20 Marks)

