

UNIVERSITY OF ESWATINI
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
2019/2020 EXAMINATION QUESTION PAPER: MAIN

TITLE OF PAPER: GENDER AND THE MEDIA

COURSE CODE : JMC432

TIME ALLOWED: 3 HOURS

INSTRUCTIONS : Write legibly.

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

ANSWER ANY THREE QUESTIONS

QUESTION 1

“Look at Sjava, his disgruntled ex-girlfriend punched him hard below the belt, screaming rape of some many moons ago when they were sharing a bed” – Macford Sbandze (Source: Eswatini Observer (11/03/2020).

Discuss the myths of rape in news reporting.

QUESTION 2

Describe the image of ideal female beauty created and disseminated by western advertisers. Briefly describe two serious, real-life consequences for women that result from the repeated sexualization and objectification of women’s bodies in such advertising images.

QUESTION 3

Explain the basis of the study of media and gender in the context of Eswatini. [20 Marks]

QUESTION 4

Write notes on the following and give examples to illustrate how they may apply:

- a. Glass ceiling phenomena
- b. Sexual division of labour
- c. Unconscious bias
- d. Role of women or third gender in media content creation and/or presentation

[20 Marks]

QUESTION 5

Write notes on the following key debates about women’s magazines

- a) Contradiction versus coherence [10 Marks]
- b) Pleasure versus oppression [10 Marks]