

UNIVERSITY OF ESWATINI
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
2020/2021 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

Using examples from media, discuss four common patterns of representation of women in news. [20 Marks]

QUESTION 2

- a) Explain the conceptualisation of rape in the criminal justice system and in the media [5 Marks]
- b) Discuss **three** rape myths in news reporting, explaining why perpetrating these myths is harmful [15 Marks]

QUESTION 3

Discuss the different ways in which men and women are portrayed in advertising and explain the gender stereotypes that such representations perpetuate. [20 Marks]

QUESTION 4

Explain the following concepts and give examples to illustrate how they may apply:

- a. Talk Shows as a new Public Sphere
- b. Horizontal segregation
- c. Contradiction versus Coherence
- d. Occupational resegregation [20 Marks]

QUESTION 5

Talk shows represent the shift from expert discourse to personal testimony. Reflecting on the impact of talk shows on society, discuss any four controversies that have been associated with this genre. [20 Marks]