

UNIVERSITY OF ESWATINI
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
2020/2021 EXAMINATION QUESTION PAPER: RESIT

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

Explain the challenges that advertisers faced, which resulted in them representing women as a desiring sexual object. [20 Marks]

QUESTION 2

Discuss the role of talk shows in the empowerment of women. [20 Marks]

QUESTION 3

One of the most dramatic shifts in journalism over the last two decades has been the casualization of the profession (Gill, 2000).

Describe the casualization of journalism and discuss its impact on the practise of the profession. [20 Marks]

QUESTION 4

Describe the hierarchical nature of the selection and structure of news in the news media. [20 Marks]

QUESTION 5

Making reference to recent media coverage, discuss the problems that still persist in news reporting of sexual violence. [20 Marks]