



NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION

DEPARTMENT OF COMMUNICATION AND LANGUAGES

QUALIFICATION : BACHELOR OF COMMUNICATION	
QUALIFICATION CODE: 07BCMM	LEVEL: 6
COURSE CODE: GCO621S	COURSE NAME: GENDER COMMUNICATION
SESSION: NOVEMBER 2024	PAPER: THEORY
DURATION: 3 HOURS	MARKS:100

FIRST OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER(S)	MRS M. MUBIANA
MODERATOR:	DR M. MHENE

INSTRUCTIONS
ANSWER <u>THREE</u> QUESTIONS ONLY. <u>QUESTION ONE (1) IS COMPULSORY</u> 1. Write clearly and neatly. 2. Read all questions carefully. 3. Number the answers clearly.

THIS QUESTION PAPER CONSISTS OF 3 PAGES (Including this front page)

SECTION A: COMPULSORY

Question 1: Key Concepts

(50 marks)

Using relevant examples define the following concepts:

- a) Gender [10 marks]
- b) Gender stereotypes [10 marks]
- c) Ethnicity [10 marks]
- d) Identity [10 marks]
- e) Gender Based Violence [10 marks]

SECTION B

CHOOSE TWO (2) QUESTIONS ONLY FROM THIS SECTION

Question 2: Interpersonal Theory

(25 marks)

Two theories focus on interpersonal influences on the development of masculinity and femininity. Define the two theories, then pick one of the theories and discuss how understanding it better can be used to reduce/curb inequality in Namibia.

Question 3: Feminism, Patriarchy and Three Waves of Feminism

(25 marks)

In view of what you learnt in class on Feminism, Patriarchy and Three Waves of Feminism, do the following:

- a) Discuss the concepts of feminism and patriarchy. [15 marks]
- b) There are three waves of feminism. Highlight the major injustices that the third wave sought to address. [10 marks]

Question 3: Agentic and Communal Workplace Communication**(25 marks)**

Gendered communication patterns can be very difficult to handle in the workplace. While women may take a more supportive, relationship-based approach to communication in the workplace, men may be more straightforward and less prone to interacting with other.

- a) Discuss how agentic and communal communication styles differ in terms of their impact on workplace interaction and decision-making processes. [20 marks]
- b) Explain some common verbal and nonverbal communication patterns observed in male employees in the workplace. [5]

END OF QUESTION PAPER