



# NAMIBIA UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION

DEPARTMENT OF COMMUNICATION AND LANGUAGES

<b>QUALIFICATION:</b> BACHELOR OF COMMUNICATION	
<b>QUALIFICATION CODE:</b> 07BCMM	<b>LEVEL:</b> 6
<b>COURSE CODE:</b> GCO621S	<b>COURSE NAME:</b> GENDER COMMUNICATION
<b>SESSION:</b> DECEMBER 2025	<b>PAPER:</b> THEORY
<b>DURATION:</b> 3 HOURS	<b>MARKS:</b> 100
<b>SECOND OPPORTUNITY EXAM PAPER</b>	
<b>EXAMINER:</b>	DR. W. NJUGUNA
<b>MODERATOR:</b>	PROF M. MHENE

## INSTRUCTIONS

**ANSWER THREE QUESTIONS IN TOTAL. QUESTION ONE (1) IS COMPULSORY**

1. Write **clearly** and **neatly**
2. Read **all questions carefully**
3. **Number** the answers **clearly**

## PERMISSIBLE MATERIALS

1. Examination paper
2. Examination script

**THIS PAPER CONSISTS OF 5 PAGES**

(Including this cover page)

## SECTION A – COMPULSORY

### QUESTION 1

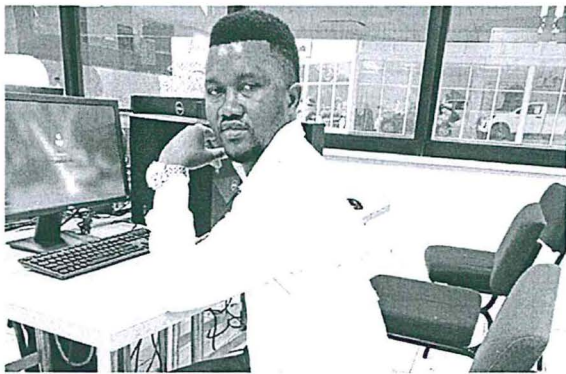
### Opinion on Gender Equality

[40 marks]

Read the story below entitled, *Understanding gender equality in a local context*. In view of your understanding of the world where primarily it has been from a male perspective and women's voices are not heard, do the following:

- Write at least a 250-word summary of the story as you understand it, highlighting the writer's key points. [15 marks]
- In consideration of varied discussions in class and relevant contents of the *National Gender Policy 2010-2020*, *SADC Protocol on Gender & Development*, etc, explain your views on gender equality and the boy child vs the girl child in the past five (5) years since the 2010-2020 policy lapsed. Whatever answers you provide, support them with examples, providing solutions or why status quo should be maintained. [13 marks]
- Highlight and extensively explain four (4) take-aways from the Gender Communication Course and how you will use them going forward. [12 marks]

### Opinion – Understanding gender equality in a local context



Gender equality acts as a mirror reflecting rights and opportunities that benefit both genders, whether male or female, boys or girls.

It is essentially a fair distribution of resources and power between men and women in both rural and urban areas. The positive effects of gender equality can create a balanced society, especially when resources are fairly allocated to meet their needs and when there is equal power among them. In previous years, women and girls were deprived of access to resources and power, which made them highly vulnerable.

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This vulnerability prompted the government to realise the importance of gender equality, leading to fairness and equal treatment between men and women, supported by the National Gender Policy of 1997, 2010-2020 and the National Gender Equality and Equity Policy of 2025-2035. These key documents are essential when discussing gender equality and equity.

The absence of these policies previously contributed to increased unfairness, discrimination and violation of women's and girls' rights. Women were regarded as inferior and held few key government positions, with underrepresentation in decision-making bodies. Consequently, the push for gender equality eventually became a reality in Namibia. A notable example is the composition of the cabinet, where 58% are women and 42% are men. This gender equality progress is also reflected in the country's first female president and vice president.

The Global Gender Gap report states that Namibia is leading Africa in addressing the gender gap, with an 81.1% score, ranking 8th globally, and being the only African nation in the top 10. This achievement benefits not only women but also men, boys and girls across the nation. Gender equality is made possible through the implementation of international instruments and treaties, as well as education that changes perceptions, especially among traditional leaders and the public. It ensures women and girls are treated fairly and empowered to lead the country's economic development.

Today, it is common to see young women appointed to lead ministries, regions and major institutions – an accomplishment difficult for nations with high gender inequality. In contrast, gender inequality is highly detrimental compared to gender equality, which considers all needs of men, women, girls and boys in decision-making.

While gender equality does not directly eliminate issues like resource distribution flaws, violence, unemployment, corruption or poverty, it helps minimise them. However, in our homeland, these problems remain prevalent, raising questions about the relevance of gender equality amid such challenges.

One might ask: can gender equality still be meaningful in the face of resource distribution flaws, high unemployment, corruption, poverty and gender-based violence (GBV)? The answer depends on the remedies in place to ensure positive impacts.

These remedies include job creation programmes from the government and public entities, as well as business empowerment initiatives supported by most government ministries and private sector partners. Regarding corruption, the government established the Anti-Corruption Commission to combat such activities.

Concerning poverty, strategies are implemented to assist marginalised groups, including orphans, people with disabilities and pensioners. Solutions for GBV include establishing investigation units, shelters for victims and national awareness campaigns.

Yet, questions remain: are these remedies ineffective, or are citizens not playing their part in strengthening gender equality? Are leaders aware that ignoring these issues or neglecting marginalised individuals can undermine gender equality? Is gender equality solely focused on power distribution, neglecting key aspects such as fair resource sharing?

I believe gender equality should prioritise factors that enhance the livelihoods of all Namibians, benefitting the majority and ultimately fostering a balanced "50/50 gender representation in government," reflecting a focus on people's needs. Ultimately, the government and its leaders should dedicate their energy, authority and knowledge to ensure gender equality through service delivery, addressing social challenges that hinder social stability.

*\*Tobias Nanhinda is a librarian at the gender ministry. The views in this article are entirely his and do not represent his employer. <https://neweralive.na/opinion-understanding-gender-equality-in-a-local-context>*

## **SECTION B – CHOOSE ONLY TWO QUESTIONS**

### **QUESTION 2**

### **Gendered Media**

**[30 marks]**

"Media influence how we perceive people of all genders, in general, and ourselves, in particular. The historical trend of emphasizing gender-stereotyped roles and images continues today and is sometimes challenged by alternative images of women, men, LGBTQ people, and relationships. Below the surface, however, most media continue to reflect

traditional gender norms. These representations foster unrealistic gender ideals, encourage us to pathologize (regard or treat as psychologically unusual or unhealthy) normal human bodies and functions, and normalize violence against women. Understanding the overt and subtle gender messages in media empowers us to be more critical consumers. As individuals and citizens, we have a responsibility to criticize media representations that demean men and women and that contribute to attitudes that harm us and our relationships.” (In *Gendered Lives*, 2019, p.236)

Based on your knowledge of gendered media, use of social media etc,

- a) Extensively discuss above statement, providing and explaining clearly at least three (3) local examples that show you understand what the statement means. [10 marks]
- b) Think of the ways that you personally use social media – be it *WhatsApp, Facebook, Instagram, TikTok, Telegram, YouTube, Tinder* or any other. Picking three social media apps, explain with at least three (3) examples, how you would use social media to counter stereotypes that media creates. [9 marks]
- c) With at least two (2) examples for men and two (2) for women, explain how media messages about gender roles and ideals affect the way men and women in your culture carry out day to day activities and how this might influence the self-perception and aspirations of each gender in the long term? [11 marks]

**QUESTION 3** **Sustainable Development Goals** **[30 Marks]**

Sustainable development goals number 5 (gender equality) and 10 (reducing inequality) highlight the need to promote greater equality and social inclusion.

- a) From your own perspective and with a minimum of five examples, is gender equality achievable? [15 marks]
- b) Extensively highlight some of the challenges hindering the efforts towards equality and suggest at least five (5) possible interventions. [15 marks]

**QUESTION 4** **Gender Mainstreaming** **[30 marks]**

Gender mainstreaming was established as a major global strategy for the promotion of gender equality in the *Beijing Platform for Action* from the Fourth United Nations World Conference on Women in Beijing in 1995. Furthermore, gender equality is guaranteed under *Constitution of Namibia, Article 10 (Equality and Freedom from Discrimination)*: “1. All persons shall be equal before the law and 2. No persons may be discriminated against on the grounds of sex, race, colour, ethnic origin, religion, creed or social or economic status. Gender mainstreaming should therefore play a role in enforcing above rights in different areas of the nation. From your experience as a student, an employee or any other roles you hold, explain the following:

- a) With two examples, discuss how you understand gender mainstreaming? [4 marks]
- b) Name and explain the five principles of gender mainstreaming. [10 marks]
- c) With at least four examples, explain how gender mainstreaming can be effectively carried out in an institution of higher learning such as NUST. [8 marks]

- d) Suggest ways that the Government of Namibia and other partners can ensure gender mainstreaming is successful in various areas of the Namibian society including in the cultural set-up. **[8 marks]**

**END OF PAPER – GOOD LUCK**