

WOMEN'S UNIVERSITY IN AFRICA



Addressing gender disparity and fostering equity in University Education

FACULTY OF SOCIAL AND GENDER TRANSFORMATIVE SCIENCES

MASTER OF ARTS IN STRATEGIC COMMUNICATION

MAIN PAPER

MSC112: GENDER, DEVELOPMENT AND STRATEGIC COMMUNICATION

INTAKE 2: FIRST YEAR FIRST SEMESTER

DATE: 2020

TIME: 2 HOURS

INSTRUCTIONS TO CANDIDATES

1. Answer any **two** questions.
2. All questions carry equal marks.

Question 1

Analyse the different levels of influence on behaviour that are outlined in the socio-ecological model that may impact on C4D initiatives.

Question 2

Discuss the assertion that, 'Men use language to assert their dominance whereas women use language to establish relationships'.

Question 3

Explore the challenges experienced by women in leadership.

Question 4

Examine the significance of the three schools of thought in the women and development discourse.

Question 5

'Gender-sensitive communication is essential when communicating with the public.' Discuss.

END