

The portrayal of women and men in Kiswahili films

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Degree of Master of Arts (Mass Communication)

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This study examined how women and men are portrayed in Kiswahili films. The study used a mixed methods research design to collect both qualitative and quantitative data, 60 respondents participated in this study. These were purposively and randomly selected. Data were collected through Interviews, Questionnaires, Observations and Focus Group Discussion 40 respondents filled out the questionnaire, 10 were interviewed, 10 participated in Focus Group Discussions and ten films were reviewed. Key findings show that 91% of respondents are aware of gender stereotyping in Kiswahili films and only 9% were not aware. Findings further revealed that films influence the way youth behave and act. Furthermore, gender stereotyping in Kiswahili film influence viewers perceptions and behavior. The study recommends that the government, gender activists, Gender NGOs, and Film Training Institutions needs to come together with strategies to eliminate this problem.