



# Femininity and Faith: The Media Construction of Gender in Pentecostal Charismatic Churches in Kenya



EIMAS  
EUROPEAN INTERDISCIPLINARY  
MASTER AFRICAN STUDIES  
Erasmus Mundus Joint Master Degree

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## Overview

Explores how Pentecostal Charismatic Churches (PCCs) in Kenya use media to construct and represent gender roles.

## Objectives



- Assess communication media used by PCCs
- Analyze gendered representations in media
- Examine rhetorical and paralinguistic strategies



Men’s conference advert

## Research Questions

1. How do PCC media messages represent gender?
2. How do they reproduce categories (liberation, equality, tradition, etc.)?
3. What rhetorical strategies are employed?
4. How are paralinguistic features expressed?

## Theoretical Framework

Mediation of Meaning – Media creates shared meaning through religious narratives (Hoover, 2006; Campbell, 2017)

## Methodology

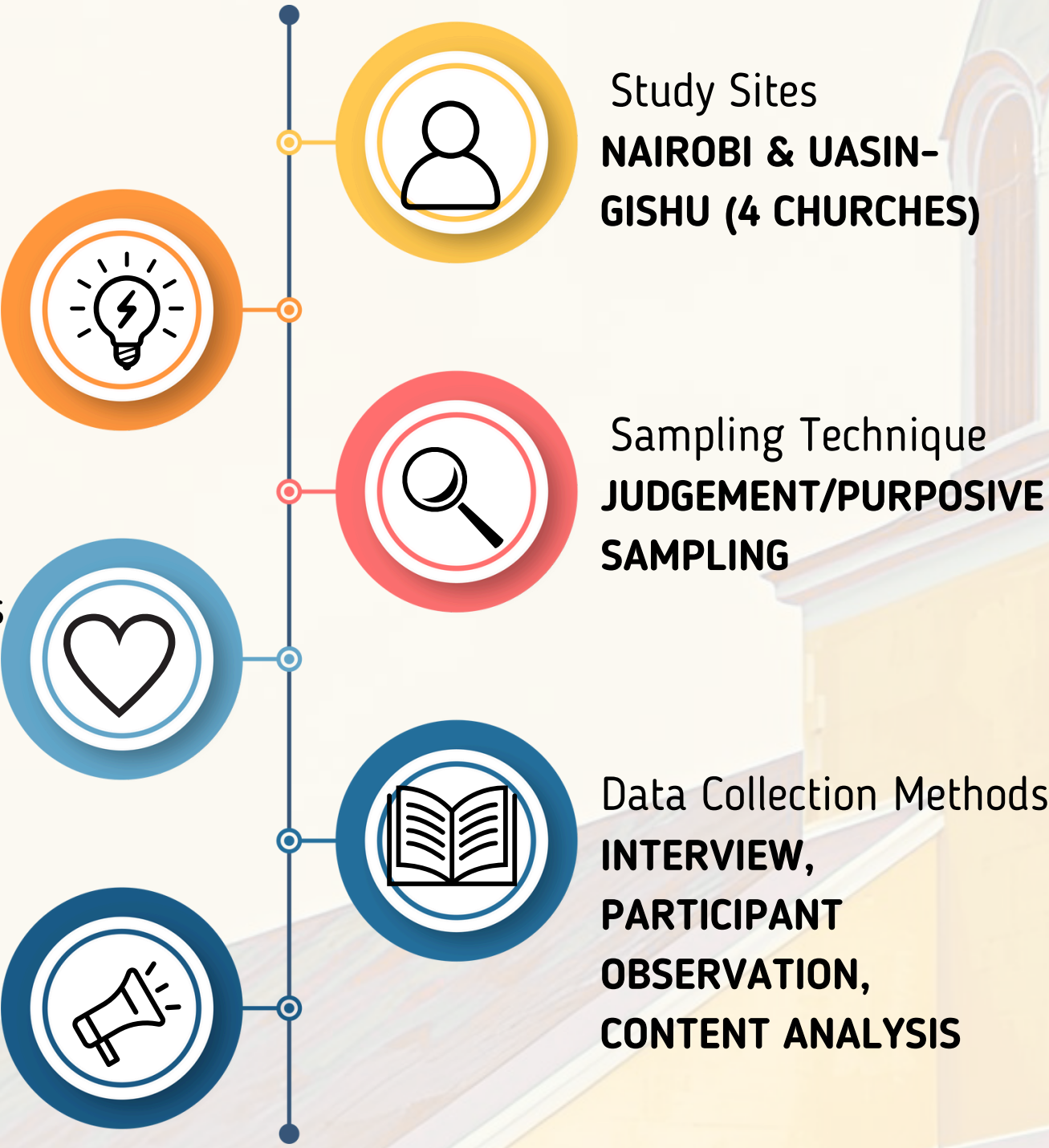


Women’s conference advert

Research Design  
**QUALITATIVE/  
CASE STUDY**

Study Participants  
**LEAD PASTORS &  
MEDIA TEAMS**

Data Analysis  
**THEMATIC DATA  
ANALYSIS**



## Findings

1. BINARY CONSTRUCTION OF GENDER
2. NORMALIZATION OF STEREOTYPES OF FEMININITY
3. GENDERED RHETORICAL STRATEGIES IN MARRIAGE & LEADERSHIP
4. CONTEXT-DEPENDENT PARALINGUISTIC FEATURES IN MEDIA PROMOTIONAL CONTENT

## Conclusion

PCCs shape African public sphere through gendered media messages that reinforce, challenge, or normalize gender roles.

