

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DIPLOMA IN

DJMC 0127: ENVIRONMENTAL JOURNALISM

STREAMS:

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 31/3/2021

2.30 PM – 4.30 PM

INSTRUCTIONS:

- Question one in Section A is Compulsory.
- Answer any other Two Questions from Section B.

Section A

a) Define the following terms:

- Green advertising [1 Mark]
- Environmental rhetoric [1 Mark]
- Citizen environmental journalism [1 Mark]

b) Nairobi river used to be clean some decades ago. However, media reports have over the years indicated that people living in informal settlements along the river defecate and empty human waste into it, throw fetuses there and all kinds of waste. Factories also emit affluent into it. Imagine that you are running an environmental advocacy group.

- With the help of examples, explain three reasons why you will use advocacy campaigns in your group's activities. [9 Marks]
- Describe how you will use social media in your campaigns. [6 Marks]
- Briefly explain how you will use popular culture in saving the river. [6 Marks]
- Describe the relationship between health and the environment that you will need to emphasize in your advocacy activities. [6 Marks]

Section B

Question 2

Describe five important roles you, as an environmental journalist, can play in fostering public participation in environmental decision-making. [20 Marks]

Question 3

Explain five skills and competencies you will need to be an effective environmental journalist. [20 Marks]

Question 4

Discuss media framing as an essential element for achieving persuasion and attitude change in environmental journalism. [20 Marks]

Question 5

a) Describe four strategies that you can employ as a journalist in effectively encouraging youth to embrace environmental issues. [12 Marks]

b) Explain any four sources of data for environmental journalists. [8 Marks]

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