

CHUKA



UNIVERSITY

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EXAMINATION FOR THE AWARD OF DIPLOMA IN JOURNALISM AND MASS COMMUNICATION

DJMC 0227: ENVIRONMENTAL JOURNALISM

STREAMS:

TIME: 2 HOURS

DAY/DATE: FRIDAY 8/12/2017

2.30 P.M - 4.30 P.M.

INSTRUCTIONS:

- Answer **THREE** Questions in all
- Question **ONE** is **COMPULSORY**
- Choose any other **TWO** Questions from Section B

SECTION A - COMPULSORY [30 MARKS]

QUESTION ONE

1. (a) Define the following terms
 - (i) Ecosystem [2 Marks]
 - (ii) Ecology [2 Marks]
 - (iii) Nutrient cycle [2 Marks]
- (b) (i) Explain four environmental events that attract huge media attention. [8 Marks]
(ii) Discuss four effective ways of reporting the environment. [16 Marks]

SECTION B

QUESTION TWO

Discuss five principles of conservation biology. [20 Marks]

QUESTION THREE

- (a) Discuss the nutrient cycle. [12 Marks]
- (b) Event reporting instead of issue-based reporting does little to deal with environmental challenges. Discuss. [8 Marks]

QUESTION FOUR

(a) Using relevant examples, discuss three principles of green chemistry. [12 Marks]

(b) Journalists must actively campaign for environmental protection in the press. Discuss. [8 Marks]

QUESTION FIVE

Mother nature can hit back hard if mistreated. Discuss. [20 Marks]

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