



UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DIPLOMA IN JIURNALISM AND MASS COMMUNICATION

DJMC 0216: ENVIRONMENTAL JOURNALISM

STREAMS:

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 18/12/2024

8.30 A.M – 10.30 A.M

INSTRUCTIONS:

Answer question 1 and any other TWO questions

QUESTION ONE (30 MARKS) COMPULSORY

Your friend, Anna, who is new to environmental journalism, cannot understand the relationship between media and environmental conservation.

- (a). Explain to her **five** roles of the media in environmental conservation **(10 marks)**
- (b). Explain to her **five** sources of environmental news **(10 marks)**
- (c). Explain to her any **five** environmental challenges facing the world today **(10 marks).**

QUESTION TWO (20 MARKS)

Environmental journalists must practice what they preach or else they will lose credibility.

- (a). Explain **five** ethical guidelines environmental journalists must practice in the course of their duty. **(10 marks).**
- (b). Explain **five** challenges faced by environmental journalists in East Africa **(10 marks).**

QUESTION THREE (20 MARKS)

Scholars are consistently seeking for better ways to conserve the environment and more effective ways to communicate their conservation efforts.

- (a). According to Alexander Flor, environmental communication has **six** essentials. Briefly discuss these essentials. **(12 Marks)**

- (b). Explain **four** principles of green Chemistry. **(8 marks)**

QUESTION FOUR (20 MARKS)

Oceans regulate the climate, and generate most of the oxygen. Nonetheless, oceans are facing unprecedented threats as a result of human activity.

- (a). Identify and explain **five** such threats that you could report on your news assignment. **(10 Marks)**
- (b). Briefly discuss any **five** international environmental agreements. **(10 marks)**

QUESTION FIVE (20 MARKS)

On many occasions, environmental journalism takes the form of a feature story as opposed to the traditional hard news format.

- (a). Explain **five** differences between features and news. **(10 marks).**
- (b). Explain any **five** guidelines for reporting on the environment. **(10 marks)**
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