



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF JOURNALISM AND MASS COMMUNICATION
(YIII, SII)

BMC 4310: ENVIRONMENTAL JOURNALISM

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 2015

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of **TWO** Sections A & B.
- Section A is **Compulsory**.
- Answer any other **Two** questions in Section B.

This paper consists of Two printed pages

SECTION A (Compulsory)

QUESTION 1

- a) Define environmental journalism. **(2 marks)**
- b) Highlight **TWO** environmental issues affecting our society. **(4 marks)**
- c) Explain **THREE** characteristics of a good news lead. **(6 marks)**
- d) Elaborate **THREE** roles of the media in environmental news coverage. **(6 marks)**
- e) Explain **THREE** factors to consider when quoting news sources. **(6 marks)**
- f) Explain **THREE** reasons to news sources. **(6 marks)**

SECTION B (Answer any Two Questions)

QUESTION 2

- a) You are a reporter for The Standard Newspaper. Identify **TWO** environmental issues and prepare a hard news and feature story article for each. **(10 marks)**
- b) Give **FIVE** reasons why it is important to include 5W and H when writing news articles. **(10 marks)**

QUESTION 3

Effective news reporting entails observing journalistic codes. Giving relevant examples, discuss **FIVE** ethical values to consider when reporting news. **(20 marks)**

QUESTION 4

As a reporter stationed at the environmental desk of Nation Newspaper, giving relevant examples, discuss **FIVE** news values considered in news writing. **(20 marks)**

QUESTION 5

Giving relevant examples discuss **FIVE** factors to consider when reporting environmental issues. **(20 marks)**