



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
(BJMC VI)

BMC 4310: ENVIRONMENTAL JOURNALISM

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: FEBRUARY 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 communication. **(2 marks)**
- b) Explain **THREE** importance of conserving the environment. **(6 marks)**
- c) Explain **THREE** factors to consider when reporting environmental news. **(6 marks)**
- d) Elaborate **THREE** roles the media plays in highlighting environmental issues in society. **(6 marks)**
- e) Identify **THREE** environmental issues affecting our society today. **(6 marks)**
- f) Elaborate why it is important to identify the target audience when developing a news article. **(4 marks)**

SECTION B (Answer any Two Questions)

QUESTION 2

Identify and explain **FIVE** ethical values to consider when developing a news and feature story about human-wildlife conflict in Kenya. **(20 marks)**

QUESTION 3

- a) Giving relevant examples, discuss **FIVE** factors to consider when conducting research about an environmental issue for a news story. **(10 marks)**
- b) Discuss **FIVE** news values to consider when developing news or feature articles. **(10 marks)**

QUESTION 4

Read the following statements and develop a half-page news, and half-page feature article:

- a) Pwani Laboratory Chemical Limited has opened a new branch in Mombasa.
- b) During September 2014, heavy black smoke has been seen emerging from the industry. This has caused the walls of adjacent buildings to discolour, while most of the plants in the surrounding area have witnessed.
- c) The manager of the company says that he is aware of the air pollution and toxic waste, but the company has not taken any measure to stop the pollution.

QUESTION 5

Six rhinos have been killed while five people have injured because of the human-wildlife conflict near Shimba Hills Game Reserve. You have been asked by the area chief to recommend solutions to this problem. Develop a communication strategy that outlines the steps you will take to solve the problem. **(20 marks)**