



**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  
(VIII, 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*

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**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)**