



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

BMC 4310: ENVIRONMENTAL JOURNALISM

END OF SEMESTER EXAMINATION

SERIES:

TIME: 2 HOURS

DATE: Pick Date **MAY 2016**

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of Choose No questions. Attempt Choose instruction.

Do not write on the question paper.

Question ONE

- (a) Define environmental journalism or communication (2mks)
- (b) Highlight THREE types of news reporting (6mks)
- (c) Mention THREE error journalist often make when developing a lead for a news article (6mks)
- (d) Explain how you can solve THREE issues affecting the environment (6mks)
- (e) Highlight THREE types of news reporting (6mks)
- (f) Highlight TWO regulations that seek to protect the environment in Kenya (4mks)

Question TWO

Media reports indicate that several lions have escaped from the KWS National Park in Nairobi. This situation endangers the citizen's and animals lives. As the communications manager of KWS, develop a communication strategy that explains the steps you will take to solve this problem. (20mks)

Question THREE

You are the environmental news reporter for Coast Weekly. You have been asked by your editor to write an article about the floods in Tana River Delta. Discuss FIVE ethical issues to consider when developing the news article. (20mks)

Question FOUR

Giving relevant examples, discuss FIVE roles of an environmental news journalist (10mks)

ADD ONE QUE FOR 10 MKS

Question FIVE

A lead determines the audiences' interest in an article. Giving relevant examples, describe FIVE types of leads used in news writing. (10mks)

ADD ONE QUE FOR 10 MKS