



**TECHNICAL UNIVERSITY OF MOMBASA**

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SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

**UNIVERSITY EXAMINATION FOR:**

BACHELOR OF JOURNALISM AND MASS COMMUNICATION- A

BMC 4310 : ENVIRONMENTAL JOURNALISM

END OF SEMESTER EXAMINATION

**SERIES:**AUGUST2017

**TIME:**2HOURS

**DATE:**Pick DateAug2017

**Instructions to Candidates**

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attemptquestion ONE (Compulsory) and any other TWO questions.

**Do not write on the question paper.**

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**Question ONE**

1. (a) Define environmental Journalism. (2mks)
- (b) Explain THREE importance of recycling waste to the environment. (6mks)
- (c) Elaborate THREE factors to consider when choosing a news angle for your story (6mks)
- (d) Explain THREE functions of an environmental news reporter (6mks)
- (e) Explain TWO differences between a feature and hard news story. (4mks)
- (f) Explain THREE roles of the media in environmental news reporting. (6mks)

**Question TWO**

Safaricom Limited held its 2<sup>nd</sup> Lewa Conservancy marathon to raise funds to build a fence around the national park to reduce human-wildlife conflict. Develop a communication strategy that outlines how the company can achieve this objective. Give relevant examples. (20mks)

**Question THREE**

There are many factors that make a good story great.

- (a) Giving relevant examples, explain THREE news values you can consider when developing a news story. (10mks)
- (b) Giving relevant examples, explain THREE importance of attributing the source of information in your news story. (10mks).

#### **Question FOUR**

Assume that you are the environmental news reporter for Coast Weekly, covering news about poaching of rhinos. Discuss FIVE ethical values you have to consider when gathering information and writing your article. Give relevant examples. (20mks)

#### **Question FIVE**

- (a) Giving relevant examples, discuss FIVE roles of the media in environmental news reporting (10mks)
- (b) Describe FIVE types of leads that are used when developing a news article. (10mks)