



MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY

P.O. Box 972-60200 – Meru-Kenya

Tel: +254(0) 799 529 958, +254(0) 799 529 959, + 254 (0) 712 524 293,

Website: info@must.ac.ke Email: info@must.ac.ke

University Examinations 2023/2024

SECOND YEAR SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF JOURNALISM AND MASS COMMUNICATION

BCJ 3252: ENVIRONMENTAL JOURNALISM

DATE: APRIL 2024

TIME: 2 HOURS

1. INSTRUCTIONS: Answer Questions ONE and any other TWO Questions

QUESTION ONE (30 MARKS)

- a) A local media has published a feature story that is purporting that the world is glaring earthquake threat due to climate change. However, this news piece has attracted a lot of concerns about the credibility of our environmental journalists. Explain why (2 Marks).
- b) According to the *State of Global Air (2019)* report, air pollution is the fifth leading risk factor for mortality worldwide. You are reporting about the recent Embakasi LPG gas explosion and how such incidents affect the environment in the long run. Explain 3 ways air pollution affects the health of the living. (3 Marks)
- c) You are covering a story about genetically modified organisms (GMOs) and why the current Kenyan government was sued for legalizing GMOs for food security in Kenya. Identify 3 critical issues considered before adoption of GMOs (3 Marks)
- d) Differentiate the following (10 Marks)
- I. Substantive rights versus procedural rights
 - II. MEA Convention versus MEA Protocol
 - III. Environmental journalism versus environmental communication
 - IV. Pragmatic environmental communication versus constitutive environmental communication
 - V. Carbon trade versus Kyoto Protocol

- e) The recent Embakasi LPG gas explosion caused death and injuries, not to mention the environmental damages. It is argued that this is an accident that could have been avoided. There are a lot of questions surrounding the whole incident. You have been assigned to conduct an investigative report on the same. Explain 6 steps you would follow to unearth this story (12 Marks)

QUESTION TWO (20 MARKS)

- a) According to Alexander Flor, environmental communication has 6 essentials. Discuss (12 Marks)
- b) Oceans regulate the climate, and generate most of the oxygen. Nonetheless, oceans are facing unprecedented threats as a result of human activity. Identify and explain 4 such threats that you could report on your news assignment (8 Marks)

QUESTION THREE (20 MARKS)

- a) 'Environmental coverage is a risk and volatile ground.' Explain this statement in 6 points (12 Marks)
- b) You are working in a media company owned by the government in a developing country. The company has done some reshuffles on various beats. You have been moved from crime beat to environmental beat. Discuss 4 culture shocks you are experiencing in your new beat (8 Marks)

QUESTION FOUR (20 MARKS)

- a) You are working for a Non-Governmental Organization and you are running a campaign on climate change. You have added mass media into your campaign strategy. Identify 5 significance of the mass media in the campaign (10 Marks).
- b) Multilateral environmental agreements (MEAs) are generally described as conventions or protocols, though there is a difference between the two. State and explain 5 conventions that touch directly on the key environmental concerns. (10 Marks)

QUESTION FIVE (20 MARKS)

- a) Environmental news is about anywhere where people are. However, most people think environmental reporting is based on 6 popular themes. Discuss (12 Marks)
- b) Environmental journalism plays a vital role in the society. As an environmental journalist, explain 4 roles of environmental journalism you consider when coming up with an environmental story (8 Marks)

