

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MA DEGREE EXAMINATION MAY 2024
(Fourth Semester)

Branch – JOURNALISM AND MASS COMMUNICATION

ENVIRONMENTAL COMMUNICATION

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

- 1 Warnings of environmental dangers constitute an important area of study called----

(i) Environmental Studies (ii) Environmental Science
(iii) Risk Communication (iv) Environmental Discourses
- 2 News Media exert influence through their ----- role or their effect on the public perception of the salience or importance of issues.
(i) Agenda Setting (ii) Public Sphere
(iii) Pragmatic (iv) Collaborative
- 3 The term -----meant the wise and efficient use of natural resources.
(i) Conservation (ii) Utilitarianism
(iii) Treespiking (iv) Transcendentalism
- 4 ----- refers to excessive cohesion that impedes critical or independent thinking.
(i) groupthink (ii) Dissensus
(iii) Exceptionalism (iv) Mediation
- 5 ----- can be referred to as central organizing themes in environment communication.
(i) News Hole (ii) Symbolic Annihilation
(iii) Ecotage (iv) Media Frames

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

- 6 a Discuss Toxic Tours with an appropriate example.
OR
b Categorize the characteristics of sustainable practices.
- 7 a Write an account on organic farming.
OR
b How would you go about initiating communication about an environmental concern using social media?
- 8 a What do you understand by the term 'Green Washing'?
OR
b Do advertising labels on products, such as organic, biodegradable, or recycled affect your purchases? Are these labels always accurate?
- 9 a Write short notes on conflict as a major news.
OR
b Explain the attitude-behaviour gap about environmental campaigns.

Cont...

- 10 a Delineate the role of advocacy campaigns as a strategic course of action in environmental communication.
OR
b Explain the importance of co-creation and participation in environmental campaigns.

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a In our society, whose voices are heard most often about environmental issues? What influence do corporations, celebrities and influencers have in the political process?
OR
b Discuss the role of Citizens and Community groups in communicating about environmental issues in the public sphere.
- 12 a How do visual images function rhetorically to construct ideological views of nature or the environment?
OR
b Is compromise or consensus possible in all environmental conflicts? Explain your stance with an appropriate example.
- 13 a Elucidate the growth and nature of environmental news.
OR
b To what extent are dominant ideologies reproduced by commercial news and entertainment media? Can you identify mainstream media that question or challenge these ideologies?
- 14 a Discuss some of the challenges of specific types of social media for environmental advocacy.
OR
b Some environmental leaders believe that gamification will trivialize environmental issues like climate change. Do you agree? How could gamifying avoid these charges?
- 15 a A common perception of strategy is that, with the worsening of environmental problems, people will wake up and begin to act. Is this an accurate view? What would it take to wake people up to be really effective?
OR
b Do Social Media change the ground rules for environmental communication; that is, do such tools enable qualitatively different kinds of communication or effects? How?