

PSG COLLEGE OF ARTS & SCIENCE (AUTONOMOUS)

MA DEGREE EXAMINATION DECEMBER 2025
(Fourth Semester)

**Branch – JOURNALISM AND MASS COMMUNICATION
ENVIRONMENTAL COMMUNICATION**

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry **EQUAL** marks

$$(10 \times 1 = 10)$$

Cont...

SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

 $(5 \times 7 = 35)$

Module No.	Question No.	Question	K Level	CO
1	11.a.	Describe advocacy campaigns. (OR)	K2	CO2
	11.b.	What is the role of non-government agencies in environment protection?		
2	12.a.	Differentiate episodic coverage and thematic coverage. (OR)	K3	CO3
	12.b.	What are the characteristics of organic farming?		
3	13.a.	Why green washing is problematic? (OR)	K3	CO3
	13.b.	Explain the importance of documenting wild life estimates.		
4	14.a.	Evaluate government's media strategy on urban development. (OR)	K3	CO3
	14.b.	Discuss how public health is related to environment protection.		
5	15.a.	Deliberate how to ensure sustainable development practices. (OR)	K4	CO4
	15.b.	Debate the benefits of co creation in environmental campaigns.		

SECTION - C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks

 $(3 \times 10 = 30)$

Module No.	Question No.	Question	K Level	CO
1	16	Does toxic tour help in creating environmental awareness? Assess.	K4	CO4
2	17	Evaluate the government initiatives on various campaigns for sustainable environment.	K4	CO4
3	18	Inspect the importance of ecological intelligence.	K4	CO4
4	19	Plan a media strategy to protect endangered species.	K6	CO5
5	20	Elaborate a case study on a local environment issue. Plan a social media campaign to raise awareness on that issue.	K6	CO5