

(AUTONOMOUS)
MA DEGREE EXAMINATION MAY 2026
(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 × 1 = 10)

Question No	Question	K Level	CO
1	Who authored the book Ecological Intelligence? a) Coleman & Daniel b) Goffman E c) Madhav Gadgil d) Ramachandra Guha	K1	CO1
2	Eco Tourism is a) Visiting wilderness b) Visiting National Parks c) Responsible Tourism d) Photography Trip	K2	CO1
3	Who authored the book Single Straw Revolution? a) Nammalvaar b) Rachel Carlson c) Masanabu Fukoka d) Cox R	K1	CO2
4	Kartiki Gonsalves directed this globally recognised Indian Documentary titled a) The Truth About The Tigers b) Wild Nilgiris c) Wild Karnataka d) The Elephant Whisperers	K1	CO2
5	Who is the Union Minister for Environment, Forests and Climate Change? a) Jairam Ramesh b) Bhupendar Yadav c) Maneka Gandhi d) Kangana Raut	K1	CO3
6	Nilgiri Biosphere Reserve is located in a) Tamil Nadu b) Kerala c) Karnataka d) All of the Above	K2	CO3
7	Identify the popular Environmental NGO of Coimbatore a) OSAI b) Young Indians c) Eco Club d) Siruthuli	K2	CO4
8	Who directed the Documentary series Planet Earth. a) Richard Attenborough b) James Cameron c) Steve Irwin d) David Attenborough	K1	CO4
9	Centre For Science and Environment is chaired by a) Anil Kumar Agarwal b) Sunitha Narain c) Anil Kumble d) Ullas Karanth	K2	CO5
10	The DJMPCE International Photography Exhibition at Coimbatore was initiated in the year a) 2012 b) 2013 c) 2014 d) 2015	K2	CO5

Cont...

Answer ALL questions
ALL questions carry EQUAL Marks (5 × 7 = 35)

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Question No	Question		K Level	CO
11	a)	How is Environment affected by Developmental activities? Explain with an example.	K4	CO1
	[OR]			
	b)	Suggest seven points for Environmental NGOs to create a campaign for responsible garbage disposal.		
12	a)	Suggest seven ideas for journalists working in Ecologically Sensitive Areas to insist Eco Tourism.	K4	CO2
	[OR]			
	b)	Differentiate Episodic and Thematic coverages in the Media.		
13	a)	Relate Climate Change and Carbon Sequestration in brief.	K3	CO3
	[OR]			
	b)	Identify Crowd sourcing and Green washing done by corporates in public domain.		
14	a)	Why is that conflict is highlighted as a major element in Environmental Communication?	K3	CO4
	[OR]			
	b)	Highlight the importance of Participatory Photography in Sustainable Developmental Activities.		
15	a)	Suggest a campaign in social media for a Wildlife Sanctuary/Protected Area which you had visited recently.	K2	CO5
	[OR]			
	b)	Write in brief about the works of any two Indian Environmentalists.		

SECTION -C (30 Marks)

Answer ANY THREE questions
ALL questions carry EQUAL Marks (3 × 10 = 30)

Question No	Question	K Level	CO
16	Analyse the need for integrating effective social media campaigns in Government based advocacy campaigns.	K5	CO1
17	Is translocation of animals the best solution to mitigate Human-Animal Conflicts? Write an Editorial on this issue.	K6	CO2
18	Why is that ethnographic studies are considered important for research on Climate Change Communication?	K5	CO3
19	Review a news column / blog / You Tube channel of your choice which you feel is disseminating better environmental communication.	K5	CO4
20	Identify key points to design a poster on mitigating air pollution in Indian cities.	K4	CO5

Z-Z-Z END