

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MA DEGREE EXAMINATION MAY 2022
(Second Semester)

Branch – JOURNALISM & 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 Identify the two major components of an ecosystem
(i) Biotic and Organic (ii) Abiotic and Chemical
(iii) Abiotic and Biotic (iv) Physical and Chemical
- 2 The practice of interacting with the planet responsibly is known as
(i) Environmental Credibility (ii) Environmental Sustainability
(iii) Environmental Degradation (iv) None of the Above
- 3 What do you call the species that is very likely to become extinct in the near future?
(i) Endangered Species (ii) Extinct Species
(iii) Genetically Modified Species (iv) None of the Above
- 4 Protected forest areas are commonly known as _____
(i) Rain Forests (ii) Reserved Forests
(iii) Scientific Forests (iv) Dark Forests
- 5 The natural- or human-caused disturbance in the natural balance of an ecosystem is
(i) Artificial Imbalance (ii) Ecosystem Imbalance
(iii) Natural Imbalance (iv) Ecological Imbalance

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a. Bring out the position of Science Communication in India.
OR
b. Explain the fundamental provisions of Wildlife Protection Act 1972.
- 7 a. Discuss the significance of Organic Farming.
OR
b. Explain the causes of human – animal conflict in India.
- 8 a. Discuss on i) Crowd sourcing ii) Corporate Voluntarism.
OR
b. Evaluate the basic features of conservation Journalism.

Cont...

- 9 a State any five measures to be taken in order to save the water bodies.
OR
b Discuss the factors affecting agricultural marketing.
- 10 a State the key features of Environmental Journalism.
OR
b Analyze environmentally sensitive zones.

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Enumerate the role of Non – Government agencies in handling environmental issues.
OR
b Explicate the Focus, Importance and Meaning of Environmental Communication.
- 12 a Exemplify the key role and responsibilities of media in the augmentation of environmental awareness.
OR
b Discuss the role media in advancing and achieving the sustainable development.
- 13 a Explain the role of ICT in the development of Early Warning Systems.
OR
b Discuss the ethical issues involved in wildlife reporting.
- 14 a Describe any five recent environmental Communication campaigns.
OR
b 'Is participatory photography a promise for social change?' Comment.
- 15 a Expound the importance of environmental public awareness campaign.
OR
b Elucidate the key concepts on poor environment reportage.

Z-Z-Z

END