



MACHAKOS UNIVERSITY

University Examinations for 2019/2020 Academic Year

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF LINGUISTICS AND LANGUAGES

FIRST YEAR FIRST SEMESTER EXAMINATION FOR

BACHELOR OF EDUCATION (ARTS)

BACHELOR OF ARTS

ECD 428: ENVIRONMENTAL COMMUNICATION AND DEVELOPMENT

DATE: 6/12/2019

TIME: 11.00-1.00 PM

INSTRUCTIONS: ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

Using specific examples discuss the following:

- a) Environmental communication is quite vital for Environmental conservation in society (15 marks)
- b) Axioms of communication (7 marks)
- c) Challenges you are likely to face in the field as an environmentalist and solutions you would come up with (8 marks)

QUESTION TWO (20 MARKS)

- a) Discuss TWO models of environmental communication (10 marks)
- b) Describe FIVE Strategies of environmental communication you would recommend as an environmentalist and how you would use them to ensure Education for sustainable development (10 marks)

QUESTION THREE (20 MARKS)

Discuss

- a) The Principles of community education;
- b) Developing environmental and ecological literacy
- c) Influencing Public Attitudes and Behaviors;

QUESTION FOUR (20 MARKS)

Discuss what you would look into when:

- a) Designing a Public Communication Program;
- b) Communicating with Groups

QUESTION FIVE (20 MARKS)

Explain the role of mass media in environmental communication and Conservation through Education