



MACHAKOS UNIVERSITY

University Examinations 2016/2017

SCHOOL OF HUMANITIES AND SOCIAL SCIENCE

DEPARTMENT OF LINGUISTICS AND LANGUAGES

FOURTH YEAR FIRST SEMESTER EXAMINATION FOR BACHELOR OF
ENVIRONMENTAL STUDIES (COMMUNITY DEVELOPMENT)

ECE 428: ENVIRONMENTAL COMMUNICATION AND DEVELOPMENT

DATE: 26/7/2017

TIME : 8:30 – 10:30 AM

INSTRUCTIONS:

Answer Question ONE (Compulsory) And Any Other TWO.

QUESTION ONE (COMPULSORY) (30 MARKS)

1. a) Define the following:
 - i) Environmental communication
 - ii) Environmental conservation
 - iii) Community development (6 marks)
- b) Explain the SIX essentials of Environmental communication. (6 marks)
- c) Mass communication can play a vital role in creating people's awareness about environment and conservation of natural resources. Discuss. (10 marks)
- d) Environmental communication is pragmatic and constitutive. Explain. (8 marks)
2. There are numerous approaches to community development. Some focus on the process and others on the outcomes. Discuss FIVE of these approaches. (20 marks)
3. Discuss the FOUR classifications of attitude according to Daniel Katz and how they may govern an individual's behavior. (20 marks)
4. Describe FIVE essential ways social media have been used to support the environmental conservation and community development. (20 marks)
5. How well we communicate with each other about nature and environmental affairs will affect how well we address the ecological crisis. Discuss. (20 marks)