

M.A. DEGREE EXAMINATION, NOVEMBER 2016.

THIRD SEMESTER

Journalism and Mass Communication

Paper IV – SCIENCE AND ENVIRONMENTAL COMMUNICATION

Time : Three hours

Maximum : 75 marks

(No additional sheet will be supplied)

PART A — (5 × 3 = 15 marks)

Answer any FIVE questions.

Each answer carries 3 marks.

Each answer should not exceed 1 page.

1. Assessing risk
2. Environmental Blogs
3. Earth Summits
4. United Nations and Environment
5. Scientific temperament
6. Science and superstitions
7. Cultivation analysis
8. Professional societies for environmental journalists.

PART B — (4 × 15 = 60 marks)

Answer ALL questions.

Each question carries 15 marks.

Each answer should not exceed 6 pages.

9. Define Science communication. Discuss the role of media in science communication.

Or

10. "Ancient Indians are the pioneers of Science and Technology in the World". Justify the statement with examples.

11. What the various sources of science news? What are the common problems faced by science reporters?

Or

12. Discuss science reporting by radio in India.

13. Write about the famous national and worldwide environmental movements.

Or

14. What is sustainable development? Write about commission on sustainable development.

15. Discuss the coverage of environmental issues by the media in India.

Or

16. What is the role of the Internet and social media in environmental communication?

