

M.A. DEGREE EXAMINATION, NOVEMBER 2017.

THIRD SEMESTER

Journalism and 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 question carries 3 marks.

Each answer should not exceed 1 page.

1. Vikram Sarabhai.
2. Climate coverage.
3. Science writers.
4. Vigyan Prasar.
5. Chipko movement.
6. Environmental advocacy.
7. Science Blogs.
8. Discovery TV.

PART B — (4 × 15 = 60 marks)

Answer ALL questions.

Each question carries 15 marks.

Each answer should not exceed 6 pages.

9. Identify the essential elements of effective science communication.

Or

10. What are the perspectives and challenges of Science Communication in India?

11. What are the challenges of Science Journalism? How to solve the problems?

Or

12. Indian media remains out of depth with science reportage – Comment.

13. What are the environmental movements around the world?

Or

14. Explain about the UN Framework Convention on Climate Change.

15. Trace the role of mass media in enhancing sustainable development in India.

Or

16. Explain the importance of professional societies for environmental journalists.

