



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2023/2024 ACADEMIC YEAR

FOURTH YEAR FIRST SEMESTER

**SCHOOL OF ARTS HUMANITIES SOCIAL
SCIENCES & CREATIVE INDUSTRIES**

COURSE CODE: CMJ 4108-1

COURSE TITLE: ENVIRONMENTAL REPORTING

DATE: 6/12/2023

TIME: 1100-1300 HRS

INSTRUCTIONS TO CANDIDATES

Answer question **ONE** and any other **TWO** questions

*This paper consists of **TWO** printed pages. Please turn over*

QUESTION ONE

- i. The 11th Conference on Climate Change and Development in Africa (CCDA-XI) held in Nairobi early September 2023 pointed at the need for training Kenyan journalists on environmental reporting. As an upcoming media consultant, describe any 5 critical areas that you may take to account in ensuring journalists are better equipped for the next climate change conference. **(10MKS)**
- ii. Using appropriate examples outline any 5 key ethical considerations in environmental reporting. **(10MKS)**

QUESTION TWO

- i. Discuss four ways in which the environment impacts populations. **(8MKS)**
- ii. Explain the significance of environmental reporting in today's business and regulatory landscape. **(7MKS)**

QUESTION THREE

Evaluate the role of media and journalism in shaping public perceptions of environmental issues through reporting **(15MKS)**

QUESTION FOUR

- i. Provide 5 examples of how media coverage, including investigative journalism, can influence public awareness and government policies related to environmental concerns. **(10MKS)**
- ii. List any 5 natural hazards worth reporting **(5MKS)**

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