



KENYATTA UNIVERSITY
EXAMINATION FOR THE DEGREE OF BACHELOR OF ARTS IN
COMMUNICATION AND MEDIA STUDIES

CCM 350: ENVIRONMENTAL REPORTING

2ND SEMESTER 2024/2025

TIME: 2 HOURS

INSTRUCTIONS: Answer question one and any other two questions.

1. a) Distinguish between environmental communication and environmental interpretation.
(4 marks)
b) Discuss ways in which the media has applied the following in environmental news reporting:
 - i) newsworthiness criteria (2 marks)
 - ii) Agenda setting (8 marks)
 - iii) Narrative framing (8 marks)
 - iv) Cultivation theory (8 marks)
2. Explain the 'gate-keeping' concept and how it affects environmental news reporting.
(20 marks)
3. Evaluate how 'media political economy' may affect environmental news reporting. Give examples for illustration.
(20 marks)
4. Explain challenges facing mass media in Kenya and how they affect environmental reporting.
(20 marks)
5. Assess advantages/disadvantages that exist between traditional news media and social media in environmental reporting?
(20 marks)