



# KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2007/2008

## SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF SCIENCE (ENVIRONMENTAL EDUCATION)

### EED 103: ENVIRONMENTAL INTERPRETATION AND COMMUNICATION

DATE: Wednesday 18<sup>th</sup> June, 2008

TIME: 2.00 p.m. – 4.00 p.m.

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#### INSTRUCTION

Answer question ONE and any other THREE.

1.     a)     What do you understand by the following concepts:
  - (i)     Environmental interpretation
  - (ii)    Environmental signage
  - (iii)   Concept selling
  - (iv)    Modeling appropriate behaviour
  - (v)     Relevance in environmental communication.     [10 marks]
- b)     Justify why environmental interpretation and communication is an area of study.     [10 marks]
- c)     Environmental interpretation borrows from contemporary business sales ventures. Briefly explain.     [5 marks]
2.     Discuss the principles of interpretation and show their relevance to environmental conservation.     [15 marks]
3.     a)     You have been appointed to be the Environmental Interpreter at Oldonyo Sabuk Game Reserve. Describe how you can make your interpretation effective.     [10 marks]

- (b) How can you sustain interest in your interpretation exercises?  
[5 marks]
4. a) Evaluation is a very important component of an interpretation process.  
Discuss. [10 marks]
- b) Explain “word usage” in environmental interpretation. [5 marks]
5. Discuss the functions of communication in environmental interpretation.  
[15 marks]

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