



KENYATTA UNIVERSITY
UNIVERSITY EXAMINATIONS 2008/2009
FIRST SEMESTER EXAMINATION FOR THE DEGREE OF
BACHELOR OF ENVIRONMENTAL STUDIES (COMMUNITY
DEVELOPMENT)

ECD 309: ENVIRONMENTAL JOURNALISM AND ADVOCACY

DATE: Thursday 4th December 2008 TIME: 8.00am – 10.00am

INSTRUCTIONS: Answer question ONE and any other TWO

Q1. Kenya's vision 2030 goal on the environment is to have "a nation that has a clean, secure and sustainable environment by 2030". In your opinion, what is the role of the following in the achievement of this goal?

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|---------------------------------------|------------|
| (a) Education and training | [10 marks] |
| (b) Public-private partnerships | [7 marks] |
| (c) Environmental Advocacy programmes | [7 marks] |
| (d) The media | [6 marks] |

[Total = 30 marks]

Q2. Using the interdisciplinary approach to environmental issues as a point of reference, discuss how you would apply the same to solve the problem of Deforestation in a community of your choice in Kenya.

Use of diagrams is highly encouraged. [20 marks]

Q3. To what extent has the failure by the Kenyan government to design an adequate environmental communication support strategy contributed to the environmental crisis currently facing the country? [20 marks]

Q4. Critically discuss the functions of an environmental journalist in Kenya. [20 marks]

- Q5. (a) What challenges do environmental communicators and advocacy groups face in communicating environmental messages to the public in Kenya?
[10 marks]
- (b) How can the challenges you have mentioned in (5a) above be addressed?
[10 marks]

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