



MACHAKOS UNIVERSITY

University Examinations for 2020/2021 Academic Year

SCHOOL OF ENVIRONMENT AND NATURAL RESOURCES MANAGEMENT

DEPARTMENT OF ENVIRONMENTAL SCIENCES

FOURTH YEAR FIRST SEMESTER EXAMINATION FOR

BACHELOR OF ENVIRONMENTAL STUDIES (COMMUNITY DEVELOPMENT)

ECD 428: ENVIRONMENTAL COMMUNICATION AND DEVELOPMENT

DATE: 17/8/2021

TIME: 11.00-1.00 PM

INSTRUCTIONS:

Answer question ONE and any other TWO questions

QUESTION ONE (COMPLSORY) (30 MARKS)

- a) Explain the following concepts.
- i. Environmental communication (2 marks)
 - ii. Environmental advocacy (2 marks)
 - iii. Nudging (2 marks)
- b) Distinguish between Shannon Weaver and Charles Osgood models of communication. (4 marks)
- c) Discuss the functions of environmental communication (10 marks)
- d) Using an illustration explain the elements of a communication process. (10 marks)

QUESTION TWO (20 MARKS)

- a) With appropriate examples, explain the modes of advocacy you would advise a Community Based Organisation to use in its environmental advocacy campaigns. (10 marks)

- b) Discuss the principles that guide organisations in their environmental communication activities. (10 marks)

QUESTION THREE (20 MARKS)

Suppose you have been selected as Machakos University Environmental Club representative to deliver a speech during next year's World Water Day.

- a) Explain the guidelines that you will follow to make your speech effective (10 marks)
- b) Explain the barriers of communication you are likely to face during your speech presentation (10 marks)

QUESTION FOUR (20 MARKS)

Assume you have been recruited by a local Non-Governmental Organisation (NGO) to coordinate its environmental communication programmes. Using appropriate examples, describe the process that you will follow to achieve your objectives.

QUESTION FIVE (20 MARKS)

Discuss the role of the media as a method of environmental communication and advocacy