

2024
SRCMUJ
2nd Semester Examination
M. A.
Journalism and Mass Communication
JMC-205
Environment and Green Communication

Full Marks: 40

Time: 2 Hours

The figures in the margin indicate full marks. Candidates are required to give their answers in their own words as far as practicable.

- 1. Answer any two of the following questions:** **5×2**
- a) Write a Short Note on Forest Conservation Act.
 - b) Write a Short Note on Environment & Communication.
 - c) Write a Short Note on 2 Degree Celcius.
 - d) Write a Short Note on Rio Summit.
- 2. Answer any three of the following questions:** **10×3**
- a) Critically assess the adequacy of 'green coverage' by the media in addressing local pollution issues. 10
 - b) Assess the role of media education and training in improving the quality of environmental reporting. What specific skills and knowledge should journalists develop to cover pollution issues more effectively? 4+6
 - c) Analyze the portrayal of environmental activism and sustainable development in the media. 10
 - d) What was the United Nations warning on climate change? What has the UN done for climate action? 5+5
 - e) What is COP ? What are the objectives of the Conference? 3+7