



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2016/2017

**FIRST YEAR FIRST SEMESTER EXAMINATION FOR THE
DEGREE OF MASTERS OF ARTS IN COMMUNICATION
STUDIES**

CITY CAMPUS - DAY

AMS 807: ADVANCED ENVIRONMENTAL COMMUNICATION

Date: 2nd December, 2016

Time: 2.00 - 5.00pm

INSTRUCTIONS:

- Answer Question ONE and any other TWO.

1. "Global warming and population growth are the major factors threatening the environment". Discuss. (20 marks)
2. Discuss the goals of human relations in environmental management in sub-Saharan Africa. (20 marks)
3. As an information officer with an NGO dealing with environment, you have an important environmental issue you want the general public to participate in through radio.
Describe how you would ensure the general public and the youth participate in this effort. (20 marks)
4. Discuss the impact of poor waste management in Kenya (20 marks)
5. Explain the role of mass media in environmental communication and the challenges they face in communicating environmental issues. (20 marks)