



SOMAIYA

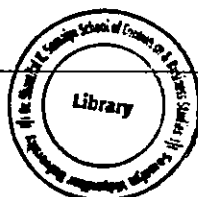
VIDYAVIHAR UNIVERSITY

Somaiya School of Humanities and Social Science

QUESTION PAPERS

BRANCH: Master of Arts (Communication & Journalism) – MACJ	SEM: II
	APR-2023

Sr. No.	Subject	Available
1.	131P28C202 – Environment Communication	
2.		
3.		
4.		
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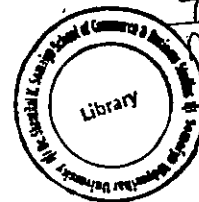


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VIDYAVIHAR UNIVERSITY



706 58F
MACJ-II

Semester (January 2023 to April 2023)		
Examination: End Semester Examination March/April 2023 (PG Programmes)		
Programme code: Programme: MACJ	Class: FY	Semester: II
Name of the Constituent College: SKSC	Name of the Department : Mass Communication	
Course Code: 131P28C202	Name of the Course: Environment Communication	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1) Draw neat diagrams 2) Assume suitable data if necessary 3)		

Question No.		Max. Marks	Co Attainment
Q.1	Discuss the need and importance of Environmental Communication	15	CO 1
Q.2 a)	What is the significance of theories of Environmental Communication? Explain any two theories of environmental communication.	15	CO 3
Q.2b)	OR Are there any myths in various religions regarding the environment? If yes, support your answer with relevant examples .	15	CO3
Q.3a)	Comment on the role of different media to address environmental issues.	15	CO 2
Q.3b)	OR Enlist any three Environmental movements and people's participation	15	CO 5
Q.4)	Write short notes on (Any three) a) Global warming b) Green Branding c) Risk Communication d) Films and Environment e) Eco tourism	15	CO 5 CO 4 CO 3 CO 4 CO 4

