BRAINWARE UNIVERSITY

Term End Examination 2024-2025
Programme – M.Sc.(MSJ)-2024
Course Name – Environmental and Development Journalism
Course Code - MSJ20108
(Semester II)

Full Marks : 60   **Time : 2:30 Hours**

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A
(Multiple Choice Type Question)   1 x 15=15

1. *Choose the correct alternative from the following :*

(i) Analyze the key role of biodiversity in sustaining ecosystem stability. Which statement best reflects this relationship?

a) Biodiversity decreases ecosystem productivity.

b) Biodiversity enhances resilience and productivity in ecosystems.

c) Biodiversity is unrelated to ecosystem health.

d) Biodiversity only affects aesthetic value.

(ii) Assume you are assessing an environment affected by pollution. Which indicator is most useful for evaluating air quality?

a) Level of soil nutrients.

b) Water turbidity.

c) Concentration of particulate matter.

d) Number of plant species.

(iii) Dissect the main challenges faced by environmental journalists.

a) Limited access to credible sources, political pressure, and funding constraints

b) Too much funding for investigative journalism

c) Lack of environmental problems to report on

d) No restrictions or challenges exist

(iv) Contrast the themes of environmental journalism in developing and developed nations.

a) Developed nations focus more on climate policies, developing nations focus on resource management

b) Both focus equally on all environmental issues

c) Developing nations focus mainly on space research

d) Developed countries do not report on environmental issues

(v) Examine the impact of Millennium Development Goals (MDGs) on global development.

a) They helped reduce poverty but had limitations in sustainability

b) They eliminated global poverty entirely

c) They were completely ineffective

d) They ignored social indicators of development

(vi) Model a storytelling approach that connects with audiences.

a) Including human-interest elements and real experiences

b) Using complex academic writing

c) Avoiding emotional appeal

d) Not using quotes or personal experiences

(vii) Organize an awareness campaign using development journalism techniques.

a) Using fact-based reporting and local narratives

b) Ignoring community engagement

c) Only relying on government sources

d) Avoiding social media

(viii) Plan a development news series on poverty alleviation.

a) Covering various aspects like policies, success stories, and challenges

b) Reporting only on failures

c) Ignoring expert opinions

d) Using only statistics without stories

(ix) Select the best platform for reporting on development issues.

a) Digital, print, radio, or TV, depending on the audience

b) Only using print media

c) Ignoring social media

d) Avoiding video-based content

(x) Develop a community-driven journalism model.

a) Encouraging locals to contribute and participate

b) Ignoring community perspectives

c) Only relying on expert opinions

d) Avoiding feedback from readers

(xi) Model a successful development news report.

a) Including in-depth research, case studies, and visuals

b) Avoiding real-life examples

c) Writing only opinion pieces

d) Using only secondary sources

(xii) Relate social media usage to grassroots development.

a) Enables networking, advocacy, and real-time communication

b) Social media has no role in development

c) Only helps celebrities gain followers

d) Does not engage local communities

(xiii) Illustrate a successful case study of development communication using folk media.

a) Street plays raising awareness on social issues

b) Folk media is outdated

c) Only digital media is effective

d) Folk media lacks influence

(xiv) Infer why ICT-based learning tools are crucial for rural education.

a) Provides access to knowledge beyond textbooks

b) ICT is unnecessary for education

c) Only traditional teaching is effective

d) Rural students do not benefit from ICT

(xv) Demonstrate the application of ICT in women's empowerment programs.

a) Online education, telemedicine, microfinance access

b) ICT is only for entertainment

c) Women do not benefit from ICT

d) Digital tools are only for businesses

Group-B
(Short Answer Type Questions)   3 x 5=15

2. Combine traditional and digital media strategies to create an effective development communication campaign. (3)
3. Build a model for measuring human development that goes beyond GDP. (3)
4. Develop a plan to integrate Millennium Development Goals (MDGs) into national policies for sustainable growth. (3)
5. Demonstrate how data and research can be effectively utilized in environmental journalism to support a news story. (3)
6. Award the most effective storytelling technique for development journalism and justify your choice. (3)

OR

Choose the most ethical reporting technique for developmental stories and justify why it is essential. (3)

Group-C
(Long Answer Type Questions)   5 x 6=30

7. Show how different paradigms of development influence policymaking in developing countries. (5)
8. Choose an example of a development news story and analyze its impact on policymaking. (5)
9. Analyze the impact of globalization on environmental sustainability, considering both positive and negative aspects. (5)
10. Assess the effectiveness of India's environmental laws in controlling pollution and conserving natural resources. (5)
11. Compare the effectiveness of investigative and advocacy journalism in environmental reporting. (5)
12. Dissect the impact of ICT on development communication strategies. (5)

OR

Distinguish between traditional media and community media in development communication. (5)

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