

THE OPEN UNIVERSITY OF SRI LANKA  
DEPARTMENT OF SOCIAL STUDIES  
BA DEGREE IN SOCIAL SCIENCES (OLD SYLLABUS)  
FINAL EXAMINATION – 2018/2019  
SSU3201 – ENVIRONMENTAL JOURNALISM



**DURATION: THREE HOURS (03 HOURS) ONLY.**

**Date: 23<sup>rd</sup> February 2019**

**Time: 9.30 a.m.-12.30p.m.**

**Answer only five (05) questions. All questions carry equal marks.**

1. “It is a complex challenge for environmental communicators to facilitate a solution for the Man- Elephant conflict”. What should be their approach?
2. “A balanced environment is what is known as a Holistic environment”. What are the challenges in working towards this successfully?
3. “Climate Change has become a major threat to the entire world”. Write a short essay on how the developing world should face the related challenges.
4. Bio-diversity management is a major priority for the relevant authorities working with the physical and natural environment. Explain with reference to Sri Lanka
5. “Environmental crisis we face in Sri Lanka is mostly man-made”. Assess this statement with reference to management of issues like waste disposal and water borne diseases from a communication perspective.
6. “Innovations should not only be technological but also ideological”. What does this mean in the context of environmental issues? Discuss.
7. “The public should be trained to have a scientific approach towards the environment”. Explain how science communicators could enable the public to build such a mindset.
8. A communication campaign needs to be systematic? Elaborate the stages of planning and implementation of such campaigns.
9. Write short notes on any **FOUR (04)** of the following:
  - (a) Significance of **two (02)** sustainable development goals
  - (b) Environmental crisis
  - (c) Greenhouse effect
  - (d) Land degradation
  - (e) Noise pollution

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