Course Code: BA(JMC) 306   Course Name: Environmental Communication

Unit I and II

Assignment-1

1- Analyze and critique how environmental issues are portrayed in the media (e.g., newspapers, television, online platforms). Identify instances where the media successfully raised public awareness and instances where it fell short.
2- Design a social media campaign aimed at promoting the conservation of a specific natural resource (e.g., forests, water, and energy).
3- Choose a specific environmental issue and prepare a communication plan to raise public awareness. Include strategies for engaging different target audiences, utilizing various media channels, and measuring the impact of the communication efforts.
4- Research on the role of media in wildlife conservation. Focus on how media coverage can highlight wildlife conservation efforts, raise awareness about endangered species, and combat wildlife trafficking.
5- Write a critical review discussing the effectiveness of a wildlife documentary in conveying environmental messages, its impact on the audience, and any biases or inaccuracies observed.
6- Explain the concept of ecological succession. Mention interactive elements, and engaging content to help the audience understand the different stages and types of ecological succession.
7- Identify and research social media influencers who are actively involved in promoting ecosystem preservation. Prepare a report discussing their impact, strategies used, and how their influence can be leveraged to reach a broader audience.
8- Design an eye-catching poster that raise awareness about the conservation of different ecosystems (e.g., forests, wetlands). Incorporate key messages and visuals that evoke a sense of responsibility towards preserving these ecosystems.