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INSTITUTE OF COMPUTER APPLICATIONS & MANAGEMENT (BVICAM)

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Code No.: BA(JMC) 306

L T C

Paper: ENVIRONMENTAL COMMUNICATION

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INSTRUCTIONS TO PAPER SETTERS:

1. Question No. 1 should be compulsory and cover the entire syllabus. There should be 10 questions of short answer type of 2.5 marks each, having at least 2 questions from each unit.
2. Apart from Question No. 1, rest of the paper shall consist of four units as per the syllabus. Every unit should have two questions to evaluate analytical/technical skills of candidate. However, student may be asked to attempt only 1 question from each unit. Each question should be 12 marks including subparts, if any.

OBJECTIVE: *On completion of this course, the student should be able to:*

- understand development as an issue of Man v/s Nature and man as part of nature
- describe the concept, scope and importance of environment and Environment Communication
- describe the concept, structure and functions of Ecosystem
- describe causes, effects and control measures for Environmental Disasters
- utilize knowledge gained to conserve natural resources for human welfare

PRE-REQUISITES

- Basics of Knowledge of Environment and its Natural Resources.

COURSE OUTCOMES (CO):

After the completion of the theory course, the students will be able to learn:

COs for Theory (BAJMC -306): Environmental Studies	
CO1	Discuss role of media in conservation of environment. (BTL2)
CO2	Apply Multi-Media in sensitizing masses to sustain environmental ecosystem. (BTL3)
CO3	Evaluate the impact of media intervention in Disaster management. (BTL5)
CO4	Appraise impact of various social movements in conserving natural resources. (BTL5)
CO5	Work in teams to create awareness for the preservation of environment. (BTL6)

Unit I: [Environment and Media]**L: 12**

1. Environment: Definition, Scope and Importance
2. Environment Communication: Definition, Concept and Need for Public Awareness
3. Natural Resources: Associated Problems and Law (Forest, Water, Mineral, Food, Energy and Land Resources)
4. Role of Individual and Media in Conservation of Natural Resources

Unit II: [Ecosystem and Media]**L: 12**

1. Ecosystem: Concept, Structure and Functions
2. Ecological Succession: Types and Stages
3. Biodiversity: Definition and Concept
4. Threats to Biodiversity (Global, National & Local): Habitat Loss, Poaching of Wildlife,
5. Man-wildlife conflicts
6. Endangered and Endemic Species of India
7. Role of Multi- Media in Sensitizing Masses towards Ecosystem

Unit III: [Environmental Disaster and Media]**L: 12**

1. Environmental pollution: Definition, Causes, Effects and Control Measures of Air, Water, Soil, Marine, Noise, Thermal Pollution and Nuclear hazards
2. Role of Govt. (NEMA, National Green Tribunal) and NGOs in Protecting Environment
3. Disaster Management: Concept, Need and Importance; Role of NDMA
4. Media Intervention in Disaster Management

Unit IV: [Environment and Human Welfare]**L: 12**

1. Industrialization, Consumerism and Development
2. Global Warming and Climate Change: Shift to Alternate Sources of Energy
3. Environment and Social Movements: Chipko Movement, *Narmada Bachao Andolan*
4. Media, Environment and Human Welfare

Suggested Readings:

Joshi, P. C., Joshi, P. C., & Joshi, N. (2009). A Text Book of Environmental Science. New Delhi: APH Pub.

Kaushik, A., & Kaushik, C. P. (2008). Perspectives in Environmental Studies. New Delhi: New Age International (P).

Parker, L. J. (2005). Environment Communication: Message, Media & Methods: A handbook for Advocates and Organizations. Dubuque, IA: Kendall/Hunt Publication.

Rajagopalan, R. (2011). Environmental Studies: from Crisis to Cure. Oxford: Oxford University Press.