

NRRT 262

Environmental Communication

Fall 2019

Class Location/Time: Wagar 232

Monday/Wednesday/Friday;

1-1:50 PM

Professor: Jen Solomon, PhD (pronouns: she/her/hers)
209 Forestry Building
Email: jennifer.solomon@colostate.edu
Office hours: **Thursdays 11 AM -12:30 PM** and by appointment



Teaching Assistant: Kaylin Clements, MS (pronouns: she/her/hers)
237 A Forestry Building
Email: KaylinRClements@gmail.com
Office hours: **Mondays 12:10-12:55 pm (before class); Wednesday 2:00-3:15 pm (after class)** and by appointment



CSU LAND ACKNOWLEDGEMENT

Colorado State University acknowledges, with respect, that the land we are on today is the traditional and ancestral homelands of the Arapaho, Cheyenne, and Ute Nations and peoples. This was also a site of trade, gathering, and healing for numerous other Native tribes. We recognize the Indigenous peoples as original stewards of this land and all the relatives within it. As these words of acknowledgment are spoken and heard, the ties Nations have to their traditional homelands are renewed and reaffirmed. CSU is founded as a land-grant institution, and we accept that our mission must encompass access to education and inclusion. And, significantly, that our founding came at a dire cost to Native Nations and peoples whose land this University was built upon. This acknowledgment is the education and inclusion we must practice in recognizing our institutional history, responsibility, and commitment.

OVERVIEW AND INTRODUCTION

In this course students will learn about the theoretical and applied concepts that guide the discipline of environmental communication. Students will demonstrate understanding and show application of materials for successful environmental communication in natural resources in a variety of protected areas and conservation settings.

Course Objectives:

- Students will demonstrate an understanding of basic theories and application of environmental communication.
- Students will select and employ the communication skills and strategies most appropriate for specific environmental communication objectives.
- Students will evaluate a variety of media based on environmental communication theory and concepts.

Text:

Title: Environmental Communication and the Public Sphere, 3rd Edition;

Note: Please make sure you get the third edition.

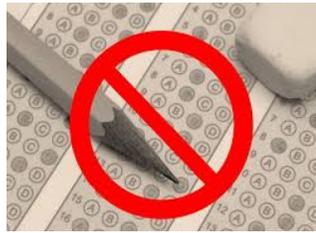
Author: Robert Cox



This is the cover of the book you need.

Please note: Other readings and media will be posted on Canvas throughout the course. Often these materials may be announced in class, so you'll need to be there to keep up with the course.

ASSIGNMENTS / GRADED WORK



BUT...



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|----|--------------------------|------------|---------------------|
| 1. | Virtual Days/Assessments | (Variable) | Due: multiple dates |
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Important Note: Virtual Day assignments are due by midnight on the day listed on Canvas. You can do virtual day assignments anytime prior to the due date following its release on Canvas. Information will be provided in class.

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|-----|---|--------------|---------------------|
| 2. | In-class activity Days | (Variable) | Due: multiple dates |
| 3. | Class attendance/participation | (Variable) | Due: multiple dates |
| 4. | An Analysis of Environmental Communication Today (100 points) | | Due: Sept 30 |
| 7. | Social Marketing Project | (100 points) | Due: Oct 20 |
| 8. | Communicating Climate Change | (100 points) | Due: Nov. 11 or 13 |
| 9. | Environmental Interpretation Project | (100 points) | Due: Nov. 4 |
| 9. | Art as a Form of Environmental Communication (100 points) | | Due: Dec. 2 |
| 10. | Final Project Report | (300 points) | Due: Dec. 13 |

Letter grades will be assigned as follows:

Percentage	Letter Grade
98-100%	A+
92-97%	A
90-91%	A-
88-89%	B+
82-87%	B
80-81%	B-
78-79%	C+
72-77%	C
70-71%	C-
65-69%	D
<65%	F

Note: There are small differences between the letter grades. In essence, this means that if you want to earn a very good grade in this course your work will need to consistently be of high quality!

COURSE POLICIES AND EXPECTATIONS



Attendance and Assignment Extensions

Students are expected to be in class. Any quizzes or assignments completed during class time that are missed cannot be made up. If you have extenuating circumstances (e.g., illness, death in family etc.) you must email Kaylin (teaching assistant) **prior** to the assignment due date (do this as early as you can) or class session to discuss your situation and organize any make up work if it is possible. In the absence of being granted an extension, the policy below applies for late submissions. If you do miss class it is your responsibility to find out what you missed. I suggest consulting your fellow students, and if you have questions then come to office hours.

Make-up Work

All assignments must be received by the date and time they are due. Late projects will be accepted and penalized one letter grade for each day they are late. After five days it will be recorded as a zero. Exceptions to this rule will only be permitted if you have an excused absence. An excused absence is one where the instructor is provided a letter from a medical professional or the university.

Minimizing Impact

We're natural resource advocates – conservation should be part of our every day lives. Please double-side all assignments, avoid unnecessary cover pages and page breaks, and overall, make an attempt to minimize the natural resource impact of all work. Efforts will be made by the instructor to make many assignments digital and accessible via Canvas.

Readings and other Media

To facilitate a dynamic and discussion-based class environment, students are expected to have completed assigned readings/media **prior** to coming to class. Classes will be facilitated based on that expectation. Be prepared to talk in class.

Classroom Climate

This class is intended to test higher-level cognitive abilities. Students are expected to think, question, problem-solve and debate information presented in class. I will do my best to create an environment in which expressions of uncertainty, conjecture and alternative and competing views can be freely shared. I expect the same of students.

Participation: Participation involves being an active and courteous member of the class. In class activities will also contribute to this score. These are not gift points. Simply showing up to class without active involvement does not provide you with points. For this class, participation means that you attend all class sessions and engage in lively, meaningful discussion. Participation means *engagement*. Please come to class with questions, concerns, and thoughts for discussion. Participation also means debate and dialog. Engage in a respectful manner with each other. Please turn your cell phone to silent. If you must text or make a call, please exit the class, as it is distracting for your classmates, guest speakers and the instructor. If you choose to bring a laptop to class then I ask that **you use your laptop for class purposes only**. Surfing the web or writing emails are not class activities. If you choose to do those activities then please leave the classroom. Although laptops are permitted, I encourage you to consider taking notes on paper. Writing notes has been shown to contribute to greater retention of material. Take a look at this article to learn more: <http://www.npr.org/2016/04/17/474525392/attention-students-put-your-laptops-away>

Writing and Grammar

Good writing skills are imperative in nearly every sector of the working world. Consequently, written work is expected to be concise, organized and with minimal errors (use spell check!). Grammar will be a criterion for grading on all assigned written material.



Questions / Concerns

I will always find time to assist students outside of class regarding class assignments, course material, grades or any reason that is remotely related to class. Please talk to me or the teaching assistant during the semester if you're stuck on an assignment, unclear about a topic, concerned about your grade, pondering your future, etc. Please don't wait until the end of the semester to see me if you're having difficulties early on. Office hours are the preferred time to meet with us, but if you can't make them then please let us know so we can schedule another time.



A Note on working in a Group:

Almost every job requires employees to work in groups at some point. Some form of frustration or conflict usually occurs when working in a group. If you find yourself working in a group for this class or any other one, where conflict is negatively affecting production, there is professional help that you can obtain. You can contact Resolution Services at the Office of Conflict Resolution. See the following site for more information: <http://www.conflictresolution.colostate.edu/mediation-and-facilitation>



Course Outline*

****Please note that course items listed below may change due to unforeseen circumstances. The most up to date version of the course outline will be on Canvas. Please use the version listed on Canvas. All changes will be announced in class.***

Date	Topic / Theme	Media (to be read/watched prior to class on the day listed)
Aug 26 (M)	Course Introduction	
Aug 28 (W)	Environmental Communication: What is it?	Cox, Chapter 1
Aug 30(F)	Communicating Nature	1 Reading on Canvas under Modules
Sept 2 (M) – University Holiday – no class		
Sept 4(W)	Communication models	Cox, chapter 2 & 3 (pages 59 – 69)
Sept 6 (F)	Virtual Day : Historical Perspectives of Environmental Communication	Go to Canvas and find Virtual Day 1
Sept 9 (M)	Constructivism	
Sept 11 (W)	Environmental Communication: Who are we communicating to?	2 readings on Canvas under Modules
Sept 13 (F)	Values	Cox, pages 231-238 (chapter 8)
Sept 16 (M)	Values continued	
Sept 18 (W)	Media and the Environment	Cox, chapter 6
Sept 20 (F)	Media and the Environment, continued and Message Framing	2 Readings on Canvas under Modules
Sept 23 (M)	In class activity	
Sept 25 (W)	Communicating Risk & Uncertainty	Cox, chapter 12 1 Reading on Canvas under Modules
Sept 27 (F)	Fears and Nature	See Canvas for readings Homework: Online Assessment/Quiz (complete after class)
Sept 30 (M)	Social Marketing	Cox, chapter 8 (pages 209 – 230)
Oct 2 (W)	Social Marketing (in class activity)	

Oct 4 (F)	Social Marketing in class prep	
Oct 7 (M)	Social Marketing Project with group	
Oct 9 (W)	Social Media and the Environment Online	Cox, Chapter 7
Oct 11 (F)	Social Media and the Environment Online	
Oct 14 (M)	Environmental Interpretation Readings for Week: 4 Readings on Canvas under Modules	
Oct 16 (W)	Environmental Interpretation	
Oct 18 (F)	Environmental Interpretation	
Oct 21 (M)	Intro to Self-Guided Field Trip/Guest speaker/Questions for Interpretation Proposal	
Oct 23 (W)	No class on these two days (23 rd & 25 th); Time to do Interpretation Assignment & Self-guided field trip	
Oct 25 (F)		
Oct 28 (M)	Green Marketing	Cox, chapter 10
Oct 30 (W)	Green Marketing	
Nov 1 (F)	Virtual Day-Green Marketing	Go to Canvas and find Virtual Day
Nov 4 (M)	Climate Change Communication/ Intro to Assignment	3 Readings on Canvas under Modules
Nov 6 (W)	<u>Climate Change Communication</u>	
Nov 8 (F)	Climate Change communication project- In class work day	
Nov 11 (M)	In class activity	

Nov 13 (W)	In class activity	
Nov 15 (F)	No class – self-guided field trip	
Nov 18	The Arts in Environmental Communication	Cox, pp. 69-76 (chapter 3) 1 Reading on Canvas under Modules
Nov 20	The Arts in Environmental Communication	
Nov 22	Virtual Day - Assessment	
Nov 25	No class – Fall Break	
Nov 27		
Nov 29		
Dec 2 (M)	In class – work on self-guided field trip	
Dec 4 (W)	Public Involvement	Cox, Chapter 4
Dec 6 (F)	Environmental Conflict	Cox, Chapter 5
Dec 9 (M)	Virtual Day - Assessment	Go to Canvas and find Virtual Day
Dec 11 (W)	In class work time/opportunity for questions for final project	
Dec 13 (F)	Final Project due; class debriefing	

OTHER COURSE POLICIES

GROUND RULES:

- LISTEN RESPECTFULLY, WITHOUT INTERRUPTING
- LISTEN ACTIVELY AND WITH AN EAR TO UNDERSTANDING OTHERS' VIEWS
- CRITICIZE IDEAS, NOT INDIVIDUALS
- COMMIT TO LEARNING
- ALLOW EVERYONE THE CHANCE TO SPEAK
- AVOID ASSUMPTION ABOUT ANY MEMBER OF THE GROUP

Academic Integrity: This course will adhere to the CSU Academic Integrity Policy as found in the General Catalog (<http://www.catalog.colostate.edu/FrontPDF/1.6POLICIES1112f.pdf>) and the Student Conduct Code (<http://www.conflictresolution.colostate.edu/conduct-code>). At a minimum, violations will result in a grading penalty in this course and a report to the Office of Conflict Resolution and Student Conduct Services.

We take academic integrity seriously. At minimum, academic integrity means that no one will use another's work as her or his own. The CSU writing center defines plagiarism this way:

“Plagiarism is the unauthorized or unacknowledged use of another person's academic or scholarly work. Done on purpose, it is cheating. Done accidentally, it is no less serious. Regardless of how it occurs, plagiarism is a theft of intellectual property and a violation of an ironclad rule demanding "credit be given where credit is due.”

Source: (Writing Guides: Understanding Plagiarism.

<http://writing.colostate.edu/guides/researchsources/understandingplagiarism/plagiarismoverview.cfm>.

Accessed, August 14, 2012)

If you plagiarize in your work you could lose credit for the plagiarized work, fail the assignment, or fail the course. Plagiarism could result in expulsion from the university. Each instance of plagiarism, classroom cheating, and other types of academic dishonesty will be addressed according to the principles published in the CSU General Catalog (see page seven, column two:

<http://www.catalog.colostate.edu/FrontPDF/1.6POLICIES1112f.pdf>).

Of course, academic integrity means more than just avoiding plagiarism. It also involves doing your own reading and studying. It includes regular class attendance, careful consideration of all class materials, and engagement with the class and your fellow students. Academic integrity lies at the core of our common goal: to create an intellectually honest and rigorous community. For more information on practicing academic integrity see: <http://learning.colostate.edu/integrity/index.cfm>

Availability of Student Accommodations: If you have university-approved circumstances, please contact the instructor after the first class so that we can make a plan for accommodations to ensure a productive semester together.