Class Meets: Twice Weekly, 75-minute sessions
Prerequisite: COM 230 or STS 214
Office: Winston 222  Mailbox: located in Communication department office area
Office Hours: As posted for each semester
Email: wjkinsel@social.chass.ncsu.edu or wjkinsel@ncsu.edu
Telephone: 919-515-9736
Fax:  919-515-9456 (it’s a shared fax—mark faxes clearly to my attention)

COURSE DESCRIPTION

Environmental communication is an area of growing interest within the communication discipline; this course provides an overview of its theoretical approaches, research literature, and practical applications. Topics include:

- The social construction of nature, and human relationships with nature, through discourse, rhetoric, and communication practices
- Critical and cultural approaches to environmental discourse
- Communication about environmental issues in organizational, mass media, political, and international contexts
- Communication in environmental controversies; stakeholder dialog, and conflict
- Public understanding of environmental issues; public participation in environmental decision-making; expert-public-government dialog
- Environmental risk communication
- Communication in environmental advocacy, deliberation, and public relations

STUDENT LEARNING OUTCOMES

- Identify ways in which public discourses socially construct relationships between nature and humans
- Demonstrate an understanding of critical and cultural approaches to environmental communication
- Identify and implement communication skills relevant to disseminating environmental information in organizational, political, and international contexts
- Identify key issues in environmental conflicts, risk communication, and democratic participation in policy-making
- Demonstrate an ability to critically evaluate environmental advocacy, deliberation, and public relations

COURSE TEXT AND READINGS

Additional readings on library e-reserve, as listed below.
COURSE COMPONENTS AND GRADING

Readings, class discussions, and overall participation 20 points
First response paper 10 points
Second response paper 10 points
First exam 20 points
Second exam 20 points
Research project 20 point

A+: 97-100 points  A: 93-96.9 points  A-: 90-92.9 points
B+: 87-89.9 points  B: 83-86.9 points  B-: 80-82.9 points
C+: 77-77.9 points  C: 73-76.9 points  C-: 70-72.9 points
D+: 67-69.9 points  D: 63-66.9 points  D-: 60-62.9 points
F: below 60 points

ACADEMIC INTEGRITY

Strict standards of academic honesty will be enforced according to the University policy on academic integrity found in the code of student conduct. NC State Students are bound to an honor code, which states: “I have neither given nor received unauthorized aid on this test or assignment.” It is my understanding and expectation that a student’s signature on any test or assignment means that you have neither given nor received unauthorized aid. Please consult the following website for further details: http://www.ncsu.edu/policies/student_services/student_discipline/POL11.35.1.php.

AMERICANS WITH DISABILITIES ACT (ADA)

Reasonable accommodations will be provided for students with verifiable disabilities. In order to take advantage of available accommodations, students must register with Disability Services for Students at 1900 Student Health Center, Campus Box 7509, 515-7653. For more information on NC State’s policy on working with students with disabilities, please see the Academic Accommodations for Students with Disabilities Regulation (REG02.20.1): http://www.ncsu.edu/policies/academic_affairs/courses_undergrad/REG02.20.1.php

DEPARTMENTAL EQUITY STATEMENT

All persons, regardless of age, race, religion, gender, physical disability, or sexual orientation shall have equal opportunity without harassment in Department of Communication courses and programs. Any harassment should be reported immediately to either the classroom instructor or the department head.

STUDENT RESOURCES

Writing and Speaking Tutorial Services: www.ncsu.edu/tutorial_center/writespeak/index.htm
Academic Policies: www.ncsu.edu/policies/sitemap.php#acad-pols_regs
NCSU Energy and Environmental Information: http://energy.ncsu.edu/
Wolfpack Environmental Student Association: http://clubs.ncsu.edu/wesa/
TOPICS AND READINGS
(Subject to revision throughout the semester)

Part I: Rhetoric, Discourse, and “the Environment”

Session 1: Introduction and Expectations

Session 2: The study of Environmental Communication
Cox, introduction & chapter 1 (43 pages)

Session 3: Communication, Crisis, and Kairos

Session 4: Rhetorically Shaping the Environment
Cox, chapter 2 (33 pages)

Session 5: Concepts of “Nature” and “Environment”

Session 6: Aesthetics and Ethics

Session 7: Deep Ecology and Critical Theory

Session 8: Anthropocentrism vs. Ecocentrism

Part II: The Environmental Public Sphere; Environmental Conflict and Controversy

Session 9: Public Participation in Environmental Decisions
Cox, chapter 3 (37 pages)

Session 10: First Exam (readings from sessions 2-8)
Session 11: Environmental Justice (Preview)

Session 12: Conflict, Collaboration, and Consensus
Cox, chapter 4 (30 pages)

Session 13: Collaborative Learning

Session 14: Environmental Conflict as Moral Conflict

Part III. Institutional Actors: Journalism, Mass Media, Science, Risk, Advocacy, and Corporations

Session 15: Media Representations
Cox, chapter 5 (30 pages)

Session 16: Environmental Journalism

Session 17: Public Sphere or Public Screen?
Chapter 1: “Making waves”; Chapter 5: “Participatory democracy in enemy territory”

Session 18: Communication, Risk, and Society
Cox, chapter 6 (28 pages)

Session 19: Response Paper Due; Brief Presentations in Class (Readings from sections 9-17)

Session 20: Living in a Risk Society

**Session 21: Two Nuclear Examples**

**Session 22: Environmental Advocacy**
Cox, chapter 7 (36 pages)

**Session 23: Environmental Justice (continued)**
Cox, chapter 8 (34 pages)

**Session 24: Second Exam (readings from sessions 18-23)**

**Session 25: Science, Legitimacy, and the Role of Expertise**

**Session 26: Advocacy and Engagement in Action**

**Session 27: The Corporate Connection**
Cox, chapter 10 (38 pages)

**Session 28: Going Green vs. Greenwashing**

**Session 29: Second Response Paper Due (Readings from sessions 24-28); Closing Discussion**

**Final Exam Period:** Group Research Project Presentations (activity approved by Communication department head)
WWW: WEBSITES WORTH WATCHING

www.esf.edu/ecn  Environmental Communication Network, with links to the National Communication Association’s Environmental Communication Division and the Biennial Conference on Communication and the Environment (COCE)
www.uc.edu/cces/cecs.html  Center for Environmental Communication Studies, U Cincinnati
www.nau.edu/~soc-p/ercr  Environmental Communication Resource Center, Northern Arizona U
http://www.colorado.edu/journalism/cei/  Center for Environmental Journalism, U Colorado, Boulder
http://www.virginia.edu/ien/  Institute for Environmental Negotiation, University of Virginia
www.ieer.org  Institute for Energy and Environmental Research, Tacoma Park, Maryland
www.rachel.org/home_eng.htm  Environmental Research Foundation and Rachel’s News
www.ems.org  Environmental Media Services
www.seij.org  Society of Environmental Journalists
www.greenpeace.org  Greenpeace
www.sierraclub.org  Sierra Club
www.rmi.org  Rocky Mountain Institute
www.apolloalliance.org  Apollo Alliance
http://www.bredl.org/  Blue Ridge Environmental Defense League
www.circleoflife.org  Circle of Life / Julia Butterfly Hill
www.realclimate.org  Climate science and global warming website
www.heatisonline.org  Ross Gelbspan’s global warming website
www.scorecard.org and www.environmentaldenfense.org  Environmental Defense
www.epa.gov  U.S. Environmental Protection Agency
www.epa.gov  U.S. Dept. of Energy
www.energy.gov  Energy Information Administration
http://zerofootprint.net/  Zero Footprint global warming solutions
http://www.earthlab.com/  EarthLab Foundation carbon footprint calculator
http://envirovideo.com/  Enviro Video
http://www.ecotopia.org/ehof/timeline.html  Environmental movement timeline
http://www.ces-surrey.org.uk/  Centre for Environmental Strategy, University of Surrey
http://www.sed.manchester.ac.uk/research/beyond_nimbyism/index.htm  Beyond NIMBYism
http://www.climatescience.gov/  U.S. Climate Change Science Program
http://www.climatechangecommunication.org/  Center for Climate Change Communication, George Mason University
http://greencitizenship.blogspot.com/  Electronic Waste and Media Citizenship
http://www.iap2.org/  International Association for Public Participation
http://content.usatoday.com/news/nation/environment/smokestack/interactive/4  Air Pollution and Schools
http://home.ca.inter.net/~greenweb/  Green Web