COM 536 / SEMINAR IN ENVIRONMENTAL COMMUNICATION
Bill Kinsella, Associate Professor of Communication
Syllabus Revised April 2009 for ECN
* If you print this syllabus, please print it double-sided *

Class Meets: Once weekly, 2hours45minutes
Office: Winston 222   Mailbox: located in Communication department office area, Winston 201 suite
Office Hours: As posted and by arrangement  Email: wjkinsel@ncsu.edu
Contingency and emergency telephone number (department office): 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 examines 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
• Communication across scientific, policy-making, and public discourse communities
• Public understanding of environmental issues and public participation in environmental decision-making
• Environmental risk communication
• Communication in environmental advocacy, deliberation, and public relations contexts

COURSE COMPONENTS AND GRADING

Readings, class discussions, seminar leadership, and overall participation  30 points
First response paper  10 points
Second response paper  10 points
Third response paper  10 points
Take-home exam  20 points
Research project  20 points

TOPICS AND READINGS
(Subject to revision throughout the semester)

Please read all materials prior to the discussion dates on the semester schedule. Discussion leaders will be assigned for most items during the preceding class session; be prepared to volunteer for items of your choice. Reserve readings will be available on the library reserves website for COM 536; if you can’t find them there, some are also available on the website for COM436. The reserves websites list items alphabetically by article or chapter title, rather than by author, so in some cases you may need to do some work to find them.


Part I: Rhetoric, Discourse, and “the Environment”
Communication, Crisis, and Kairos
Cox, J. R. (1982). The die is cast: Tropical and ontological dimensions of the locus of the irreparable. Quarterly Journal of Speech, 68, 227-239. [e-reserve, also direct electronic access]

Concepts of “Nature” and “Environment”

Deep Ecology, Ecofeminism, and Other Critiques of Instrumentality

Part II: The Environmental Public Sphere
Communication, Risk, and Society
North Carolina State University Com 536 / Environmental Communication / Kinsella


Technical Expertise, Public Knowledge, and Rhetorical Boundary Work

Kinsella, W. J. (2001). Nuclear boundaries: Material and discursive containment at the Hanford nuclear reservation. Science as Culture, 10(2), 163-194. [e-reserve, also direct electronic access]


Public Sphere or Public Screen?


Journalism, Mass Media, and Public Relations


Part III: Environmental Conflict and Controversy

Environmental Conflict and Moral Conflict


**Case Studies of Conflict and Controversy**

Lange, J. I. (1993). The logic of competing information campaigns: Conflict over old growth and the spotted owl. *Communication Monographs, 60,* 239-257. [e-reserve, also direct electronic access]


**Part IV: Reflections, Responses, and Research Presentations**

Details TBA

**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/

**WWW: Websites worth Watching**

- [www.esf.edu/ecn](http://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/cecs/cecs.html](http://www.uc.edu/cecs/cecs.html) Center for Environmental Communication Studies, U Cincinnati
- [http://www.earth.columbia.edu](http://www.earth.columbia.edu) Earth Institute, Columbia University
- [www.loyno.edu/~luceec](http://www.loyno.edu/~luceec) Center for Environmental Communications, Loyola U, New Orleans
- [www.nau.edu/~soc-p/egr](http://www.nau.edu/~soc-p/egr) Environmental Communication Resource Center, Northern AZ U
- [http://www.colorado.edu/journalism/cej](http://www.colorado.edu/journalism/cej) Center for Environmental Journalism, U Colorado, Boulder
- [http://www.virginia.edu/ien/](http://www.virginia.edu/ien/) Institute for Environmental Negotiation, University of Virginia
- [www.ieer.org](http://www.ieer.org) Institute for Energy and Environmental Research, Tacoma Park, Maryland
- [www.rachel.org/home_eng.htm](http://www.rachel.org/home_eng.htm) Environmental Research Foundation and Rachel’s News
- [www.ems.org](http://www.ems.org) Environmental Media Services
- [www.greenpeace.org](http://www.greenpeace.org) Greenpeace
- [www.rmi.org](http://www.rmi.org) Rocky Mountain Institute
- [www.saepej.igc.org/principles.html](http://www.saepej.igc.org/principles.html) Principles of environmental justice
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.environmentaldefense.org  Environmental Defense
www.epa.gov  U.S. Environmental Protection Agency
www.nepa.gov  National Environmental Policy Act
www.energy.gov  U.S. Dept. of Energy
www.eia.doe.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.greenercomputing.com/  Greener Computing (IT tips)
http://www.wbcsd.org  World Business council on Sustainable Development
http://www.sircome.fr/?-UNEP-Futerra-s-guide-2-Case  Communicating Sustainability
http://www.youtube.com/watch?v=u9N9uCI2dgs&feature=related  Pacific Plastic Vortex
http://climatepolicy.org  Climateethics.org  ClimateCentral.org  yaleclimatemediaforum.org
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