

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

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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.

Required Book: Cox, J. R. (2006). *Environmental communication and the public sphere*. Thousand Oaks, CA: Sage.

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

Communication, Crisis, and Kairos

- Carson, R. (1962). *Silent spring*. New York: Fawcett. [pp. 21-22 & 31-32, excerpt on e-reserve]
- Killingsworth, M. J., & Palmer, J. (1996). Millennial ecology: The apocalyptic narrative from *Silent Spring* to *Global Warming*. In C. J. Herndl & S. C. Brown (Eds.), *Green culture: Environmental rhetoric in contemporary America* (pp. 21-45). Madison: University of Wisconsin Press. [e-reserve]
- 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"

- Muir, J. (1911). A wind-storm in the forests. In J. Muir, *The mountains of California*. New York: Century. [pp. 116-121, excerpt on e-reserve]
- Oravec, C. (1994). To stand outside oneself: The sublime in the discourse of natural scenery. In J. G. Cantrill & C. L. Oravec (Eds.), *The symbolic Earth: Discourse and our creation of the environment* (pp. 58-75). Lexington, KY: University Press of Kentucky. [e-reserve]
- Cronon, W. (1996). The trouble with wilderness; or, getting back to the wrong nature. In W. Cronon (Ed.), *Uncommon ground: Rethinking the human place in nature* (pp. 69-90). New York: Norton. [e-reserve]
- Abbey, E. (1968). *Desert solitaire: A season in the wilderness*. New York: Ballantine. [pp. 1-16 & 48-73, excerpt on e-reserve]

Deep Ecology, Ecofeminism, and Other Critiques of Instrumentality

- Devall, B., & Sessions, G. (1985). *Deep ecology: Living as if nature mattered*. Salt Lake City: Peregrine Smith Books. [pp. 63-77, excerpt on e-reserve]
- Merchant, C. (1980). Dominion over nature. In C. Merchant, *The death of nature: Women, ecology, and the scientific revolution* (pp. 164-191). New York: Harper & Row. [excerpt on e-reserve]
- Naess, A. (2005). The basics of deep ecology. *The Trumpeter*, 21(1), 61-71. [e-reserve]
- Rogers, R. (1998). Overcoming the objectification of nature in constitutive theories: Toward a transhuman, materialist theory of communication. *Western Journal of Communication*, 62(3), 244-272. [e-reserve, also direct electronic access]
- DeLuca, K. M. (2002). The Frankfurt school and the domination of nature: New grounds for radical environmentalism. In J. T. Nealon & C. Irr (Eds.), *Rethinking the Frankfurt school: Alternative legacies of cultural critique* (pp. 153-167). Albany: SUNY Press. [e-reserve]
- Kinsella, W. J. (2007, forthcoming). Heidegger, standing reserve, and being at the Hanford Reservation. In S. P. Depoe (Ed.), *Environmental communication yearbook*, vol. 4.
- White, L. (1967). The historical roots of our ecologic crisis. *Science*, 155(3767), 1203-1207. [e-reserve]

Part II: The Environmental Public SphereCommunication, Risk, and Society

- Hardin, G. (1968). The tragedy of the commons. *Science*, 162(3859), 1243-1248. [e-reserve]
- Gelbspan, R. (1998). The coming permanent state of emergency. In R. Gelbspan, *The heat is on: The climate crisis, the cover-up, the prescription* (pp. 153-170). Reading, MA: Perseus. [e-reserve]
- Beck, U. (1992). On the logic of wealth distribution and risk distribution. In U. Beck, *Risk society: Towards a new modernity* (pp. 19-50). Thousand Oaks, CA: Sage. [e-reserve]
- Hannigan, J. A. (1995). Constructing environmental risks. In J. A. Hannigan, *Environmental sociology: A social constructionist perspective* (pp. 92-108). New York: Routledge. [e-reserve]
- MacIlwaine, C. (2006). Safe and sound? *Nature*, 442, 242-243 (20 July).

- Farrell, T. B., & Goodnight, G. T. (1981). Accidental rhetoric: The root metaphors of Three Mile Island. *Communication Monographs*, 48, 271-300. [e-reserve, also direct electronic access]
- Katz, S. B., & Miller, C. R. (1996). The low-level radioactive waste-siting controversy in North Carolina: Toward a rhetorical model of risk communication. In C. G. Herndl & S. C. Brown (Eds.), *Green culture: Environmental rhetoric in contemporary America* (pp. 111-139).
- Lindsay, R. (1995). Galloping Gertie and the precautionary principle: How is environmental impact assessed? In T. Wakeford & M. Walters (Eds.), *Science for the earth : can science make the world a better place?* (pp. 197-236). New York: Wiley.

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]
- Eder, K. (1996). The institutionalization of environmentalism: Ecological discourse and the second transformation of the public sphere. In S. Lash, B. Szerszynski, & B. Wynne (Eds.), *Risk, environment, and modernity: Towards a new ecology* (pp. 203-223). Thousand Oaks, CA: Sage. [e-reserve]
- Lee, K. N. (1993). *Compass and Gyroscope: Integrating science and politics for the environment*. Washington, DC: Island Press. [Chapters 4 & 7]
- Peterson, T. R. (1997). Subverting the culture of expertise: Community participation in development decisions. In T. R. Peterson, *Sharing the Earth: The rhetoric of sustainable development* (pp. 86-118). Columbia, SC: University of South Carolina Press. [e-reserve]
- Kinsella, W. J. (2004). Public expertise: A foundation for citizen participation in energy and environmental decisions. In S. P. Depoe, J. W. Delicath, & M. A. Elsenbeer (Eds.), *Communication and public participation in environmental decision making* (pp. 83-95). Albany, NY: State University of New York Press. [e-reserve]

Public Sphere or Public Screen?

- De Luca, K. M. (1999). *Image politics: The new rhetoric of environmental activism*. New York: Guilford. [excerpts on e-reserve]

Journalism, Mass Media, and Public Relations

- Friedman, S. M. (2004). And the beat goes on: The third decade of environmental journalism. In S. Senecah (Ed.), *Environmental Communication Yearbook, vol. 1* (pp. 175-187). Mahwah, NJ: Erlbaum. [e-reserve]
- Shanahan, J., & McComas, K. (1999). Issue cycles and global climate change. In J. Shanahan & K. McComas, *Nature stories: Depictions of the environment and their effects* (pp. 147-168). Cresskill, NJ: Hampton Press. [e-reserve]
- Feller, W. Y. (2004). Blue skies, green industry: Corporate environmental reports as utopian narratives. In S. Senecah (Ed.), *Environmental Communication Yearbook, vol. 1* (pp. 57- 76). Mahwah, NJ: Erlbaum. [e-reserve]
- Beder, S. (2002). *Global spin: The corporate assault on environmentalism*. White River Junction, VT: Chelsea Green. [chapters 7 & 8 on e-reserve]
- Tokar, B. (1997). *Earth for sale: Reclaiming ecology in the age of corporate greenwash*. Boston: South End Press. [chapters 2 & 6 on e-reserve]

Part III: Environmental Conflict and Controversy

Environmental Conflict and Moral Conflict

- Bullard, R. D. (1994). *Dumping on Dixie: Race, class, and environmental quality*. Boulder, CO: Westview Press. [chapters 1 & 6 on e-reserve]

- Pearce, W.B., & Littlejohn, S. (1997). *Moral conflict: When social worlds collide*. Thousand Oaks, CA: Sage. [excerpt on e-reserve]
- Fisher, W. R. (1994). A case: Public moral argument. In R. Anderson, K. N. Cissna, & R. C. Arnett (Eds.), *The reach of dialog: Confirmation, voice, and community* (pp 173-177). Columbia: University of South Carolina Press. [electronic reserve]
- Richardson, M., Sherman, J., & Gismondi, M. (1993). *Winning back the words: Confronting experts in an environmental public hearing*. Toronto: Garamond Press. [excerpt on e-reserve]
- Roy, A. (1999). The greater common good. *Frontline*, 16(11) available at www.flonnet.com/fl1611/16110040.htm
- Daniels, S. E., & Walker, G. B. (2001). *Working through environmental conflict: The collaborative learning approach*. Westport, CT: Praeger. [excerpt on e-reserve]
- Peterson, M. N., Peterson, M. J., & Peterson, T. R. (2005). Conservation and the myth of consensus. *Conservation Biology*, 19(3), 762-767.

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]
- Moore, M. P. (1993). Constructing irreconcilable conflict: The function of synecdoche in the spotted owl controversy. *Communication Monographs*, 60, 258-274. [e-reserve, also direct electronic access]
- Short, B. (1991): Earth First! and the rhetoric of moral confrontation. *Communication Studies*, 42, 172-188. [e-reserve]

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
- Academic Policies for Students with Disabilities:
http://www.ncsu.edu/policies/academic_affairs/courses_undergrad/REG02.20.1.php
- 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 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 Center for Environmental Communication Studies, U Cincinnati
- <http://www.earth.columbia.edu> Earth Institute, Columbia University
- www.loyno.edu/lucec Center for Environmental Communications, Loyola U, New Orleans
- www.nau.edu/~soc-p/ecrc Environmental Communication Resource Center, Northern AZ U
- <http://www.colorado.edu/journalism/cej/> 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.sej.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
- www.bredl.org/ Blue Ridge Environmental Defense League
- <http://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.climatechange.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.unep.fr/en/> United Nations Environment Program
<http://www.sircome.fr/?-UNEP-Futerra-s-guide-2-Case> Communicating Sustainability
<http://www.youtube.com/watch?v=u9N9uCI2dgs&feature=related> Pacific Plastic Vortex
Realclimate.org,
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