

Communication and the Environment
COM 418 / ENVIR 418
Spring 2009

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Class meets: Mon/Wed 1:30 – 3:20, CMU 104
Office hours: Mon/Wed 12:30 – 1:20, CMU 340-L

Course Goals:

This class will cover issues in media, public opinion, and social movements with regard to the environment. The course is designed to meet the following primary objectives:

- 1) Conduct and report original research on media and the environment
- 2) Articulate institutional characteristics of the news media which contribute to its representation of the environment
- 3) Articulate the media – public opinion relationship with regard to the environment
- 4) Recognize and discuss the relationship of these forces with the broader environmental social movement

Assignments:

There will be two smaller papers and a final paper in this class.

The two smaller papers will each reflect original research employing course concepts. Students will select a methodology for analysis and a theoretical lens for each paper. For paper 1, students may select from the topics covered in weeks 4-5; for paper 2, available topics include those from weeks 6-8. Papers should be 5-6 pages each, plus references (min. 5 references).

The final paper will be an extension of either one of the smaller papers. It may also include a *public opinion* component. It should be 10-12 pages in length, plus references. The references should be minimum 10, at least 3 of which should be sources beyond the course readings.

Each paper will follow a standard research report format, as exemplified in the many readings we will do in this class. Please:

- use APA format
- 12 point Times New Roman font
- 1” margins
- staple your papers
- *proofread carefully* (points will be deducted for grammatical and spelling errors)
- do not use contractions or “you” (points will be deducted for these usages)

Assessment:

2 smaller papers	25 pts each	50 pts
Final paper		40 pts
Participation		10 pts

Note: There are no exams in this class, and not all course topics will be reflected in your papers. Therefore, your active class participation is critical.

Data:

For this class, you will need to collect some data to analyze. We will analyze these data from various theoretical perspectives and with various media analysis methods. You will use the same

data for each analysis throughout the quarter. Your data should be media, and may be one of the following:

- print media from two sources representing two diverse ideologies
- transcripts of broadcast media sources representing two diverse ideologies
- electronic media *which complies with normative journalistic standards* (i.e. no blogs) and represents two diverse ideologies
- a documentary film – *transcribed* with language and commentary on visual features

Please collect a random sample of 10 articles from each source (except the documentary film option; use **www.randomizer.org**). You will need **1 electronic copy** of your data **and 2 hard copies** of your data. Please bring the hard copies to class.

Course Policies:

In-class: We will be spending our class time discussing the concepts presented in the readings and conducting preliminary analyses of our own and each others' data. Please be sure to come to class prepared, having read the assigned readings for the day and bringing your datasets to class.

Late papers will be accepted with a deduction of 5 points for each business day the paper is late. Please submit all late papers via e-mail.

Accommodations: If you require accommodations for university-recognized events, activities, or disabilities, please provide me with official university documentation as soon as possible.

Required Texts:

Berger, A.A. (2005). *Media analysis techniques*. Thousand Oaks: Sage.

Devereux, E. (2007). *Media studies: Key issues and debates*. Thousand Oaks: Sage.

Guber, D.L. (2003). *The grassroots of a green revolution: Polling America on the environment*. Cambridge, MA: The MIT Press.

Course pack available at Ram's copy center on University. Materials also available on e-reserves.

Course Schedule:

<i>Date</i>	<i>Topic</i>	<i>Assignment Due</i>
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Readings due

Week 1

3/30	Intro, sampling	---
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4/1	Sampling	
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Read some methods sections of assigned articles

Bawarshi, A., G.L. Dillon, M. Kelly, C. Rai, S. Silberstein, G. Stygall, & A. Toft. (2008). Media analysis of homeless encampment "sweeps".

Week 2

4/6	CLASS CANCELED	---
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4/8	<u>Media industry</u>	Dataset due
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(Devereux Ch 2)

Croteau, D., & W. Hoynes. (2007). The media industry: Structure, strategy and debates. In E.

Devereux (Ed.), *Media studies: Key issues and debates* (pp. 32-54). Thousand Oaks: Sage. (Devereux Ch 3)

- Breen, M.J. (2007). Mass media and new media technologies. In E. Devereux (Ed.), *Media studies: Key issues and debates* (pp. 55-77). Thousand Oaks: Sage.
- Chap 2: Smith, C. (1992). *Media and apocalypse: News coverage of the Yellowstone forest fires, Exxon Valdez oil spill, and Loma Prieta earthquake*. Connecticut: Greenwood Press.

Week 3

4/13 News values

(Devereux Ch 10)

Shoemaker, P.J., J.H. Lee, G.K. Han, & A.A. Cohen. (2007). Proximity and scope as news values. In E. Devereux (Ed.), *Media studies: Key issues and debates* (pp. 231-248). Thousand Oaks: Sage.

Durfee, J., & J. Corbett. (2005). Context and Controversy: Global Warming Coverage. *Nieman Reports*, 59(4), 88.

4/15 Accuracy/meaning construction

DeFleur, & Ball-Rokeach. Mass communication and the construction of meaning. In *The effects of mass communication* (pp. 228-271).

Ladle, R.J., P. Jepson, & R.J. Whittaker. (2005). Scientists and the media: the struggle for legitimacy in climate change and conservation science. *Interdisciplinary Science Reviews*, 30(3), 231-249.

Henderson-Sellers, A. (1998). Climate whispers: Media communication about climate change. *Climatic Change*, 40, 421-456.

Week 4

4/20 Semiotics

Berger Ch 1

Gorham, B.W. (1999). Stereotypes in the media: so what? *The Howard Journal of Communications*, 10, 229-247.

Kim. Tsunami images, *International Communication Association: International Communication Association*.

4/22 Discourse Analysis

(Devereux Ch 4)

Smith, P., & A. Bell. (2007). Unraveling the web of discourse analysis. In E. Devereux (Ed.), *Media studies: Key issues and debates* (pp. 78-100). Thousand Oaks: Sage.

Glenn, C.B. (2004). Constructing consumables and consent: A critical analysis of factory farm industry discourse. *The Journal of Communication Inquiry*, 28(1), 63.

Carvalho, A. (2007). Ideological cultures and media discourses on scientific knowledge: re-reading news on climate change. *Public Understanding of Science*, 16(2), 223.

Week 5

4/27 Marxist perspective

Berger Ch 2

Burch, E.A., & J.C. Harry. (2004). Counter-hegemony and environmental justice in California newspapers: Source use patterns in stories about pesticides and farm workers. *Journalism and Mass Communication Quarterly*, 81(3), 559-577.

4/29 Framing

(Devereux Ch 6)

- Kitzinger, J. (2007). Framing and frame analysis. In E. Devereux (Ed.), *Media studies: Key issues and debates* (pp. 134-161). Thousand Oaks: Sage.
- Brummans, B.H.J.M., L.L. Putnam, B. Gray, R. Hanke, R.J. Lewicki, & C. Weithoff. (2008). Making sense of intractable multiparty conflict: A study of framing in four environmental disputes. *Communication Monographs*, 75(1), 25-51.
- Corbett, J.B., & J.L. Durfee. (2004). Testing public (un)certainly of science: Media representations of global warming. *Science Communication*, 26(2), 129.

Week 6

5/4 Textual analysis *Paper 1 due*

(Devereux Ch 11)

Hughes, P. (2007). Text and textual analysis. In E. Devereux (Ed.), *Media studies: Key issues and debates* (pp. 249-282). Thousand Oaks: Sage.

(Devereux Ch 5)

Philo, G. (2007). News content studies, media group methods and discourse analysis: A comparison of approaches. In E. Devereux (Ed.), *Media studies: Key issues and debates* (pp. 101-133). Thousand Oaks: Sage.

Sosale, S. (2007). "Pre-modern" online: Converging discourses of globalization and development. *Journalism and Communication Monographs*, 1-52.

5/6 Psychoanalytic criticism

Berger Ch 3

Berger Ch 7

Week 7

5/11 Content Analysis

Ch 3-5: Riffe, D., S. Lacy, & F.G. Fico. (1998). *Analyzing media messages: Using quantitative content analysis in research*. Mahwah, NJ: Lawrence Erlbaum Associates, Inc.

Boykoff, M.T. (2008). Lost in translation: United States television news coverage of anthropogenic climate change, 1995-2004. *Climatic Change*, 86(1), 1-11.

Harry, J.C. (2001). Covering conflict: A structural-pluralist analysis of how a small-town and a big-city newspaper reported an environmental controversy. *Journalism & Mass Communication Quarterly*, 78(3), 419-436.

Bendix, J., & C.M. Liebler. (1999). Place, distance, and environmental news: Geographic variation in newspaper coverage of the spotted owl conflict. *Annals of the Association of American Geographers*, 89(4), 658-676.

5/13 Sociological / content analysis

Berger Ch 4

Dispensa, J.M., & R.J. Brulle. (2003). Media's social construction of environmental issues: Focus on global warming - a comparative study. *The International Journal of Sociology and Social Policy*, 23(10), 74.

McComas, K., & J. Shanahan. (1999). Telling stories about global climate change: Measuring the impact of narratives on issue cycles. *Communication Research*, 26(1), 30-57.

(Opt – CA + framing) Hessing, M. (2003). Green mail: the social construction of environmental issues through letters to the editor. *Canadian Journal of Communication*, 28(1), 25.

Week 8

5/18 Rhetoric

- Livesey, S.M. (2002). Global warming wars: Rhetorical and discourse analytic approaches to Exxonmobil's corporate public discourse. *Journal of Business Communication*, 39(1), 117-148.
- Milne, M.J., & K. Kearins. (2006). Creating adventures in Wonderland: The journey metaphor and environmental sustainability. *Organization*, 13(6), 801-839.
- Patterson, R., & R. Lee. (1997). The environmental rhetoric of "balance": A case study of regulatory discourse and the colonization of the public. *Technical Communication Quarterly*, 6(1), 25-40.
- (Opt) Brummett, B. (2008). *Uncovering hidden rhetorics: Social issues in disguise*. Thousand Oaks: Sage. Ch 7 (documentary)

5/20 Media & politics

(Devereux Ch 9)

Corner, J. (2007). Media, Power and Political Culture. In E. Devereux (Ed.), *Media studies: Key issues and debates* (pp. 211-230). Thousand Oaks: Sage.

Entman, R.M. (2007). Framing Bias: Media in the Distribution of Power. *Journal of Communication*, 57(1), 163.

Week 9

5/25 CLASS CANCELED – HOLIDAY

5/27 Public opinion *Paper 2 due*

Guber, D.L. (2003). *The grassroots of a green revolution: Polling America on the environment*. Cambridge, MA: The MIT Press.

Week 10

6/1 Public opinion

Saferstein, B. (1994). Interpretation activities and public opinion processes. *Review and Criticism*.

Christen, C.T., & K.E. Huberty. (2007). Media reach, media influence? The effects of local, national, and internet news on public opinion inferences. *Journalism & Mass Communication Quarterly*, 84(2), 315-334.

6/3 Social movement

Toft, A. (2008). Playing by the rules: Discursive norms and movement framing in divergent communication mediums, *National Communication Association annual conference*.

Introduction: McAdam, D., & D.A. Snow. (1997). *Social Movements*. California: Roxbury.

Finals week:

Monday, June 8, 4:20 p.m.

Final paper due at final exam time (4:20 p.m.) via email

Point conversion scale:

95-100	4.0	86	3.1	77	2.2	68	1.3
94	3.9	85	3.0	76	2.1	67	1.2
93	3.8	84	2.9	75	2.0	66	1.1
92	3.7	83	2.8	74	1.9	65	1.0
91	3.6	82	2.7	73	1.8	64	0.9
90	3.5	81	2.6	72	1.7	63	0.8
89	3.4	80	2.5	71	1.6	62	0.7
88	3.3	79	2.4	70	1.5	61	0.6
87	3.2	78	2.3	69	1.4		0.0