



UNSW
SYDNEY

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IEST5005

Environmental Communication

Semester Two // 2018

Course Overview

Staff Contact Details

Convenors

Name	Email	Availability	Location	Phone
Rosalie Chapple	r.chapple@unsw.edu.au	By prior arrangement		+61418883387

Lecturers

Name	Email	Availability	Location	Phone
John Merson	j.merson@unsw.edu.au	By prior arrangement		0412290840
Rosalie Chapple	r.chapple@unsw.edu.au			0418883387

School Contact Information

School of Humanities and Languages

Location: School Office, Morven Brown Building, Level 2, 258

Opening Hours: Monday - Friday, 9am - 5pm

Phone: +61 2 9385 1681

Fax: +61 2 9385 8705

Email: hal@unsw.edu.au

Attendance Requirements

A student is expected to attend all class contact hours for a face-to-face (F2F) or blended course and complete all activities for a blended or fully online course.

A student who arrives more than 15 minutes late may be penalised for non-attendance. If such a penalty is imposed, the student must be informed verbally at the end of class and advised in writing within 24 hours.

If a student experiences illness, misadventure or other occurrence that makes absence from a class/activity unavoidable, or expects to be absent from a forthcoming class/activity, they should seek permission from the Course Authority, and where applicable, their request should be accompanied by an original or certified copy of a medical certificate or other form of appropriate evidence.

A Course Authority may excuse a student from classes or activities for up to one month. However, they may assign additional and/or alternative tasks to ensure compliance. A Course Authority considering the granting of absence must be satisfied a student will still be able to meet the course's learning outcomes and/or volume of learning. A student seeking approval to be absent for more than one month must apply in writing to the Dean and provide all original or certified supporting documentation.

For more information about the attendance protocols in the Faculty of Arts and Social Sciences: <https://www.arts.unsw.edu.au/current-students/academic-information/protocols-guidelines/>

Academic Information

For essential student information relating to: requests for extension; review of marks; occupational health and safety; examination procedures; special consideration in the event of illness or misadventure; student equity and disability; and other essential academic information, see <https://www.arts.unsw.edu.au/current-students/academic-information/protocols-guidelines/>

Course Details

Credit Points 6

Summary of the Course

Effective communication about environmental issues is of pressing importance. We are bombarded by messages from a wide range of sources telling us how to think and feel about the unprecedented ecological impacts of humanity. This course addresses questions such as: How are environmental issues communicated to the public? How is information presented and interpreted? What motivates people to take action to care for the environment, and what leads to behavioural change? How can campaigns be most effective in helping people understand the causes and conditions for environmental problems? You will explore a range of environmental campaigns and their impacts, including on awareness and behaviour change. Values-driven environmental communications are explored in theory and practice. A diverse range of practitioners who design and lead environmental campaigns will share their experiences. You will deepen your theoretical understandings and practical abilities in designing social change campaigns for environmental issues.

At the conclusion of this course the student will be able to

1. Identify the challenges of defining and communicating complex environmental problems to a wide audience.
2. Critically reflect on the responsibility of the media and other channels in communicating environmental issues.
3. Explain the theory of values-based communications.
4. Develop and evaluate communication strategies that guide target audiences in making sense of environmental issues.

Teaching Strategies

The course will provide an engaging and applied learning experience, balancing theory and practice in communicating about environmental issues. In the practical sessions you will work together as 'communication agencies' on pro-environmental campaigns, to apply your learning. The assessments are designed to assist in learning outcomes and are applied to environmental issues of your choice to ensure that they are relevant to individual vocational or environmental cause interests.

The 3-hour classes will be in 3 parts: 1. Through lecture material at the start of class each week, you will be introduced to the conceptual framework for the topic 2. This will be followed by a presentation from a guest who has direct experience of environmental communication or campaigns. There will be emphasis on questions and discussion. 3. There will be further class discussion as needed and group work designing your own communication campaign for a chosen environmental issue. Reading material and other tasks (e.g. viewing online media) will be set in advance of each class.

Assessment

A correctly used scholarly referencing system is compulsory (the Harvard referencing system is preferred). If you are unfamiliar with academic convention with citations, ensure you consult UNSW guidelines. <https://student.unsw.edu.au/how-do-i-cite-electronic-sources>

Assessment Tasks

Assessment task	Weight	Due Date	Student Learning Outcomes Assessed
Reading review	40%	Before class in weeks 1-9	1,2,3
Campaign design - presentation and report	40%	Presentation week 11 or 12; Report Oct 28	1,3,4
Essay	20%	04/11/2018 11:00 PM	1,2,3

Assessment Details

Assessment 1: Reading review

Start date:

Length: 400-500 words for reading review; for other reading-related task, the maximum 200 words per question

Details: Reviews of set readings will be submitted through Moodle before class in specified weeks (written feedback provided through Moodle). In other weeks, there will be assessable online responses to set questions based on readings (written online feedback).

Additional details:

Further guidance will be provided via Moodle and in class.

Submission notes: Submit via Moodle

Turnitin setting: This is not a Turnitin assignment

Assessment 2: Campaign design - presentation and report

Start date: Development throughout the course

Details: Students work in groups to design an environmental campaign. They present the campaign as a group in a presentation of 20 minutes (25%), which is collectively assessed. They then submit an individual report of 1000 words (plus attachments), which is individually assessed. Peer and convenor feedback on the presentations and written comments on both components.

Additional details:

Clarification: The presentation is worth 20%. The written report is also worth 20%. Presentation is

assessed through a campaign evaluation form completed by course convenor and fellow students (evaluation feedback provided online). Report feedback provided through Moodle.

Submission notes: On-campus students present in class then submit report via Moodle. Distance students submit both their recorded presentation and their report on-line.

Turnitin setting: This is not a Turnitin assignment

Assessment 3: Essay

Start date: Last weeks of semester

Length: 1000 words

Details: Students write an essay of 1,000 words excluding the bibliography. Feedback via individual comments.

Additional details:

Further guidance will be provided via Moodle and in class.

Submission notes: Submit via Moodle

Turnitin setting: This assignment is submitted through Turnitin and students can see Turnitin similarity reports.

Submission of Assessment Tasks

Students are expected to put their names and student numbers on every page of their assignments.

Turnitin Submission

If you encounter a problem when attempting to submit your assignment through Turnitin, please telephone External Support on 9385 3331 or email them on externalteltsupport@unsw.edu.au. Support hours are 8:00am – 10:00pm on weekdays and 9:00am – 5:00pm on weekends (365 days a year). If you are unable to submit your assignment due to a fault with Turnitin you may apply for an extension, but you must retain your ticket number from External Support (along with any other relevant documents) to include as evidence to support your extension application. If you email External Support you will automatically receive a ticket number, but if you telephone you will need to specifically ask for one. Turnitin also provides updates on their system status on Twitter.

Generally, assessment tasks must be submitted electronically via either Turnitin or a Moodle assignment. In instances where this is not possible, it will be stated on your course's Moodle site with alternative submission details.

Late Assessment Penalties

Students are responsible for the submission of assessment tasks by the required dates and times. Depending on the extent of delay in the submission of an assessment task past the due date and time, one of the following late penalties will apply unless special consideration or a blanket extension due to a technical outage is granted. For the purpose of late penalty calculation, a 'day' is deemed to be each 24-hour period (or part thereof) past the stipulated deadline for submission.

- **Work submitted less than 10 days after the stipulated deadline** is subject to a deduction of 5% of the total awardable mark from the mark that would have been achieved if not for the penalty for every day past the stipulated deadline for submission. That is, a student who submits an assignment with a stipulated deadline of 4:00pm on 13 May 2016 at 4:10pm on 14 May 2016 will incur a deduction of 10%.

Task with a non-percentage mark

If the task is marked out of 25, then late submission will attract a penalty of a deduction of 1.25 from the mark awarded to the student for every 24-hour period (or part thereof) past the stipulated deadline.

Example: A student submits an essay 48 hours and 10 minutes after the stipulated deadline. The total possible mark for the essay is 25. The essay receives a mark of 17. The student's mark is therefore $17 - [25 (0.05 \times 3)] = 13.25$

Task with a percentage mark

If the task is marked out of 100%, then late submission will attract a penalty of a deduction of 5% from the mark awarded to the student for every 24-hour period (or part thereof) past the stipulated deadline.

Example: A student submits an essay 48 hours and 10 minutes after the stipulated deadline. The essay is marked out of 100%. The essay receives a mark of 68. The student's mark is therefore $68 - 15 = 53$

- **Work submitted 10 to 19 days after the stipulated deadline** will be assessed and feedback provided but a mark of zero will be recorded. If the work would have received a pass mark but for the lateness and the work is a compulsory course component (hurdle requirement), a student will be deemed to have met that requirement;
- **Work submitted 20 or more days after the stipulated deadline** will not be accepted for assessment and will receive no feedback, mark or grade. If the assessment task is a compulsory component of the course a student will receive an Unsatisfactory Fail (UF) grade as a result of unsatisfactory performance in an essential component of the course.

This information is also available at:

<https://www.arts.unsw.edu.au/current-students/academic-information/protocols-guidelines/>

Special Consideration Applications

You can apply for special consideration when illness or other circumstances interfere with your assessment performance.

Sickness, misadventure or other circumstances beyond your control may:

- * Prevent you from completing a course requirement,
- * Keep you from attending an assessable activity,
- * Stop you submitting assessable work for a course,
- * Significantly affect your performance in assessable work, be it a formal end-of-semester examination, a class test, a laboratory test, a seminar presentation or any other form of assessment.

For further details in relation to Special Consideration including "When to Apply", "How to Apply" and "Supporting Documentation" please refer to the Special Consideration webstie:

<https://student.unsw.edu.au/special-consideration>

Academic Honesty and Plagiarism

Plagiarism is using the words or ideas of others and presenting them as your own. It can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgement.

UNSW groups plagiarism into the following categories:

Copying: using the same or very similar words to the original text or idea without acknowledging the source or using quotation marks. This also applies to images, art and design projects, as well as presentations where someone presents another's ideas or words without credit.

Inappropriate paraphrasing: Changing a few words and phrases while mostly retaining the original structure and/or progression of ideas of the original, and information without acknowledgement. This also applies in presentations where someone paraphrases another's ideas or words without credit and to piecing together quotes and paraphrases into a new whole, without appropriate referencing.

Collusion: working with others but passing off the work as a person's individual work. Collusion also includes providing your work to another student before the due date, or for the purpose of them plagiarising at any time, paying another person to perform an academic task, stealing or acquiring another person's academic work and copying it, offering to complete another person's work or seeking payment for completing academic work.

Inappropriate citation: Citing sources which have not been read, without acknowledging the "secondary" source from which knowledge of them has been obtained.

Duplication ("self-plagiarism"): submitting your own work, in whole or in part, where it has previously been prepared or submitted for another assessment or course at UNSW or another university.

Correct referencing practices:

- Paraphrasing, summarising, essay writing and time management
- Appropriate use of and attribution for a range of materials including text, images, formulae and concepts.

Individual assistance is available on request from The Learning Centre (<http://www.lc.unsw.edu.au/>). Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting and proper referencing of sources in preparing all assessment items.

UNSW Library also has the ELISE tool available to assist you with your study at UNSW. ELISE is designed to introduce new students to studying at UNSW but it can also be a great refresher during your study.

Completing the ELISE tutorial and quiz will enable you to:

- analyse topics, plan responses and organise research for academic writing and other assessment tasks
- effectively and efficiently find appropriate information sources and evaluate relevance to your needs
- use and manage information effectively to accomplish a specific purpose
- better manage your time

- understand your rights and responsibilities as a student at UNSW
- be aware of plagiarism, copyright, UNSW Student Code of Conduct and Acceptable Use of UNSW ICT Resources Policy
- be aware of the standards of behaviour expected of everyone in the UNSW community
- locate services and information about UNSW and UNSW Library

Some of these areas will be familiar to you, others will be new. Gaining a solid understanding of all the related aspects of ELISE will help you make the most of your studies at UNSW.

(<http://subjectguides.library.unsw.edu.au/elise/aboutelise>)

Course Schedule

[View class timetable](#)

Timetable

Date	Type	Content
Week 1: 23 July - 29 July	Lecture	Introduction to the course & the complex communication of environmental issues (Rosalie Chapple)
	Group Work	Discussion about the field of environmental communication. Form campaign groups.
Week 2: 30 July - 5 August	Lecture	Media, Marketing and Manipulation (John Merson) - The history & development of the media & environmental communication
	Presentation	Paul Brown joins the class to discuss his experiences in the field of media and communications.
	Group Work	Begin to consider campaign topic and ideas.
Week 3: 6 August - 12 August	Lecture	Designing and evaluating campaigns (RChapple)
	Presentation	Phil Freeman, Head of Engagement, WWF-Australia - will talk about campaigns run by the Worldwide Fund for Nature (WWF) and provide guidance on campaign development.
	Group Work	Apply ideas and techniques to your own campaigns.
Week 4: 13 August - 19 August	Lecture	Tools of communication
	Presentation	Guest communications practitioner this week is Robyn Williams, The Science Show, ABC Radio National.
	Group Work	Develop campaigns.
Week 5: 20 August - 26 August	Lecture	Communication models: social marketing, media advocacy and social movement (RChapple)
	Presentation	See Moodle for details of guest communications practitioner
	Group Work	Develop campaigns.
Week 6: 27 August - 2 September	Lecture	Psychology, values & techniques of effective communication (RChapple)
	Presentation	Check Moodle for details of guest practitioner.
	Group Work	Work in campaign groups to develop campaign and apply principles and techniques.
Week 7: 3 September - 9 September	Lecture	Climate change communications (JMerson) Case study: Low Carbon Living, Blue Mountains
	Group Work	Groups apply principles and techniques presented in class & in readings to their own campaign development.

	Presentation	Guest presenter to be confirmed (check Moodle for confirmation).
Week 8: 10 September - 16 September	Lecture	Representing nature (RChapple)
	Presentation	Guest presenter is James Tremain from the NSW Nature Conservation Council.
	Group Work	Groups apply principles and techniques presented in class & in readings to their own campaign development.
Week 9: 17 September - 23 September	Lecture	Government communications & community governance (RChapple) Example: natural disasters. Case study: wildfire
	Group Work	Groups apply principles and techniques presented in class & in readings to their own campaign development.
	Presentation	Guest presenter to be confirmed.
Break: 24 September - 30 September		
Week 10: 1 October - 7 October	Homework	No class scheduled this week - preparation of campaigns in your own time.
Week 11: 8 October - 14 October	Lecture	Corporations & risk management (JMerson)
	Presentation	Guest Matt Peacock from the ABC (Australian Broadcasting Corporation) talks about asbestos as a case study.
	Group Work	Groups work on campaign development.
Week 12: 15 October - 21 October	Lecture	Information, persuasion or manipulation? – Ethics & integrity in communicating (RChapple)
	Assessment	Students present their campaigns.
Week 13: 22 October - 28 October	Lecture	Course review
	Assessment	Students present their campaigns.

Resources

Prescribed Resources

See Moodle

Recommended Resources

See Moodle.

For accurate referencing, see <https://student.unsw.edu.au/how-do-i-cite-electronic-sources>

Course Evaluation and Development

MyExperience will be used for evaluation at the end of the course.

Image Credit

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