Course Syllabus
Natural Resources 3611
“Foundations of Environmental Communication, Education, and Interpretation”
Fall 2019
Wednesdays, 1:50-3:50
Kottman Hall 102

Course Instructor
Sue Rasche
614-565-8568 (cell)
rasche.4@osu.edu
Office hours: KH 384 by appointment; Wednesdays from 12:30-1:30 will be best

Course Description
This is a foundational course that introduces students to environmental communications, including environmental education and environmental interpretation.

Course Goals
• Students should understand the foundations of environmental communication, environmental education, and environmental interpretation
• Students should develop skills in applying these concepts in a way that compares and contrasts the different types of environmental communications

Course Text

Further readings in environmental education and interpretation may come from:
• North American Assn. for Environmental Education @ www.naace.org
• National Assn. for Interpretation @ www.interpnet.com

Disability Accommodations
I will rely upon the student to notify me of their need for accommodation of a registered disability at the start of the semester. If you need an accommodation based on the impact of a non-registered or temporary disability, please inform me so that we can discuss the class format, anticipate your needs, and explore potential accommodations.

Class Format
Classes will be a combination of lectures, discussions, and student presentations. Discussion and questions are welcome; you sit amongst a synergistic group of your peers. Remember - always have a passion for what you are learning!

Attendance
Attendance and punctuality are required and expected. If you miss a class, you are responsible for the notes. If you have an unexcused absence for a presentation or test, your grade will be entered as a zero.
Assignments, Exams, and Values: total points = 1,000

Your course grade will be determined on your performance in these areas:

News Release - online AND printed in-class submission 50 points
Public Service Announcement - online AND printed in-class submission 50 points
Midterm Exam - covers environmental communication (EC) 150 points

Tests (2)
   One on environmental education (EE) 100 points
   One on environmental interpretation (EI) 100 points

Critiques (3) – online submissions
   1) Environmental Communication (EC) 100 points
      Critique a current (2019) article from a mass media source
      If necessary, the article itself may be submitted in class
      (ex: a paper copy source you do not wish to cut up)
   2) Environmental Education (EE) 100 points
      Critique the guest in-class presentation; you must attend
   3) Environmental Interpretation (EI) 100 points
      Critique a non-personal interpretive sign; find on your own

Photos of 3 interpretive signs for potential critique – online submission 25 points

Summary of Final Project – online submission 25 points

Final Project – 200 points
   online AND/OR printed in-class submission
   (clarification in class)
   In a group of 2, produce 2 designs that transmit the same environmental message.
   1) Design a complete, original Environmental Education activity
   2) Design an original, non-personal Environmental Interpretation sign
   Present both designs to class. Each student in group earns up to 200 points.
Notes:

- Assignments are due before/at the beginning of class on the assigned date. When a printed copy is required in class, I mean exactly that. Plan your printing rather than your excuse.

- My grading philosophy is as follows: I do not create individual rubrics for assignments; they are not appropriate for students at this level of university education. I do provide guidelines for all projects, but I expect you to apply what you have already learned at university, as well as material from lectures and readings in this class, to your submissions.

  - D = partial submission, work incomplete
  - C = work completed in the briefest possible fashion, poor composition
  - B = work completed in a way that exhibits good critical thinking, good composition
  - A = work completed in a way that exhibits good critical thinking applied to current events, excellent composition. NOTE: Merely loading a submission with bombastic vocabulary does NOT achieve this standard.

- Faculty Rule 3335-5-54 will be followed in the case of academic misconduct. Such misconduct must be reported to the University; no exceptions.

Course Schedule:

Aug. 21:   Housekeeping, Introductions, Environmental Communication (Ch. 1-3)
 Basics of EC, comm. modeling, differences in EC/EE/EI, environ. literacy

Aug. 28:   Environmental Communication (Ch. 4-6)
 Components of issues, framing, planning comm., audience analysis
 **DUE:** Online Discussion:
 Environmental issue of importance to you, **5 pts.** Extra Credit

Sept. 4:  Environmental Communication (Ch. 8-9, 16)
 Mass media, news releases, public service announcements (PSA’s)

Sept. 11:  **DUE:** News Release – online AND printed in-class submission
 Environmental Communication (Ch. 11-12)
 Personality types, multiple intelligences, cross-cultural communication

Sept. 18:  **DUE:** Public Service Announcement (PSA)
 – online AND printed in-class submission
 Environmental Communication (Ch. 13-15, 19)
 Presentation skills, non-verbal comm., visual aids, social marketing

Sept. 25:  **DUE:** Environmental Communication Critique – Submit online
 **Review Environmental Communication for Midterm Exam**

Oct. 2:  **MIDTERM EXAM:** multiple choice and short answer
 (covers Environmental Communication, Chapters 1-6, 8-9, 11-16, and 19)
Oct. 9: Determine partners for Final Project
  Environmental Education

Oct. 16: Environmental Education

Oct. 23: 1:50-2:45 p.m. Test: Environmental Education
         2:50-3:50 p.m. Guest Environmental Education Presentation

Oct. 30: **DUE:** Environmental Education Critique – Submit online
         Environmental Interpretation

Nov.  6: Environmental Interpretation

Nov. 13: **NO CLASS** (NAI National Convention)

**DUE:** Submit photos of 3 interpretive signs that you might use for your
  EI critique. Photos must be clear and allow me to see ALL text, graphics,
  and physical sign construction/placement. If one of the 3 signs you choose
  is not an interpretive sign, no credit will be given for that part of the
  submission.

Nov. 20: 1:50-2:45 - **Test:** Environmental Interpretation
         2:50-3:50 – **DUE:** Environmental Interpretation Critique –
         Submit online, be prepared to discuss in class

Nov. 27: **NO CLASS:** Thanksgiving Break
         **Due:** Summary of Final Project – Submit online

Dec.  4: **FINAL CLASS:** Due - Final Project
         Submit online, prepare to discuss in **CLASS PRESENTATIONS**

**Due:** Final Evaluations –
         Print for in-class anonymous submission, **5 points** extra credit

**ADDITIONALLY,** please fill out your SEI by Dec. 6