Course Syllabus

Natural Resources 3611
“Foundations of Environmental Communication, Education, and Interpretation”
Fall 2015
Wednesdays, 1:50-3:50 and 4-6 p.m.
Kottman Hall 245

Course Instructor
Sue Rasche
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Office hours: KH 384 by appointment

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

Course Goals
• To understand the foundations of environmental communication, environmental education, and environmental interpretation
• To 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
The Office for Disability Services will be relied upon to notify the instructor of the need for accommodation of a registered disability. 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 50 points
Public Service Announcement 50 points
Midterm Exam 150 points
   This exam will cover environmental communication (EC)
Quizzes (2)
   One on environmental education (EE) 100 points
   One on environmental interpretation (EI) 100 points
Critiques (3)
   One on environmental communication (EC) 100 points
      On an online or mass media source
   One on environmental education (EE) 100 points
      On an in-class presentation
   One on environmental interpretation (EI) 100 points
      Find non-personal interpretive signage on own
Discussions: 10 pts. Each 50 points
Final project 200 points
   In a group of two, produce two different ways to transmit
   the same environmental message: one using EE, and one using non-personal EI.
   Present to class. Each student in group earns up to 200 points.

Notes:
• Assignments are due on the assigned date and time. Check the restrictions for online submissions.
• Writing skills ALWAYS count! Points will be taken off for poor composition and poor spelling.
• Please make sure you give credit for material you use in your work, including that which is gathered from the internet.
• 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. 26: Housekeeping, Introductions, Environmental Communication (Ch. 1-3)  
Basics of EC, comm. modeling, differences in EC/EE/EI, environ. literacy

Sept. 1: **DUE**: Discussion on Carmen: environmental issue of importance to you

Sept. 2: Environmental Communication (Ch. 4 - 6)  
Components of issues, framing, planning comm., audience analysis

Sept. 8: **DUE**: Discussion on Carmen: framing of an environmental issue

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

Sept. 15: **DUE**: Discussion on Carmen: news release vs. PSA

Sept. 16: **DUE**: News Release – bring to class  
Environmental Communication (Ch. 11-12)  
Personality types, multiple intelligences, cross-cultural communication

Sept. 23: **DUE**: Public Service Announcement (PSA) – bring to class  
Environmental Communication (Ch. 13-15, 19)  
Presentation skills, non-verbal comm., visual aids, social marketing

Sept. 30: **DUE**: Environmental Communication Critique – bring to class  
Review Environmental Communication for Midterm Exam

Oct. 7: **MIDTERM EXAM**: multiple choice and short answer  
(Environmental Communication, Chapters 1-6, 8-9, 11-16, and 19)

Oct. 14: Environmental Education

Oct. 20: **DUE**: Discussion on Carmen: Environmental Education

Oct. 21: Environmental Education

Oct. 28: **QUIZ**: Environmental Education  
**Environmental Education Presentation**

Nov. 4: **DUE**: Environmental Education Critique – Submit online  
Environmental Interpretation

Nov. 11: **No class**: Veteran’s Day

Nov. 17: **DUE**: Discussion on Carmen: Environmental Interpretation

Nov. 18: Environmental Interpretation
Nov. 25: No class: Thanksgiving Break

Dec. 2: QUIZ: Environmental Interpretation
DUE: Environmental Interpretation Critique – bring to class

Dec. 3: FINAL CLASS: PRESENTATIONS