Course Syllabus
ENR 3611
Foundations of Environmental Communication, Education, and Interpretation
2 credit hours
Fall 2020

Course Instructor
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Office hours: KH 384 or Zoom by appointment

Course Description
This is a foundational course that introduces students for understanding the theoretical bases that relate to and differentiate between environmental communications, education, and interpretation.

Prerequisites
None

Course Learning Outcomes
- 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

HOW THIS COURSE WORKS

Mode of delivery: This course is 100% online. There are no required sessions when you must be logged in to Carmen at a scheduled time.

Pace of online activities: This course is divided into weekly modules that are released one week ahead of time. Students are expected to keep pace with weekly deadlines but may schedule their efforts freely within that time frame.

Credit hours and work expectations: This is a 2-credit-hour course. According to Ohio State policy, students should expect around 2 hours per week of time spent on direct instruction (instructor content and Carmen activities, for example) in addition to 4 hours of homework (reading and assignment preparation, for example) to receive a grade of (C) average.
**Attendance and participation requirements**: Because this is an online course, your attendance is based on your online activity and participation. The following is a summary of everyone's expected participation:

**Participating in online activities for attendance: AT LEAST ONCE PER WEEK.** You are expected to log in to the course in Carmen every week. (During most weeks you will probably log in many times.) If you have a situation that might cause you to miss an entire week of class, discuss it with me as soon as possible.

**Office hours: OPTIONAL.**

**Participating in discussion forums: 3+ TIMES PER WEEK.** For your Discussion grade, each week you can expect to post at least 3 times (1 original post, 2 responses) as part of our substantive class discussion on the week’s topics.

**COURSE MATERIALS AND TECHNOLOGIES**

**Course Text**

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

**Course Technology**

For help with your password, university email, Carmen, or any other technology issues, questions, or requests, contact the Ohio State IT Service Desk. Standard support hours are available at ocio.osu.edu/help/hours, and support for urgent issues is available 24/7.
- Self-Service and Chat support: ocio.osu.edu/help
- Phone: 614-688-4357(HELP) · Email: servicedesk@osu.edu
- TDD: 614-688-8743

**BASELINE TECHNICAL SKILLS FOR ONLINE COURSES**

- Basic computer and web-browsing skills

- Navigating Carmen: for questions, see the Canvas Student Guide.

**REQUIRED EQUIPMENT**
· Computer: current Mac (OS X) or PC (Windows 7+) with high-speed internet connection

· Webcam: built-in or external webcam, fully installed and tested

· Microphone: built-in laptop or tablet mic or external microphone

· Other: a mobile device (smartphone or tablet) or landline to use for BuckeyePass authentication

REQUIRED SOFTWARE · Microsoft Office 365: All Ohio State students are now eligible for free Microsoft Office 365 ProPlus through Microsoft’s Student Advantage program. Full instructions for downloading and installation can be found at go.osu.edu/office365help.

CARMEN ACCESS You will need to use BuckeyePass multi-factor authentication to access your courses in Carmen. To ensure that you are able to connect to Carmen at all times, it is recommended that you take the following steps:

· Register multiple devices in case something happens to your primary device. Visit the BuckeyePass - Adding a Device help article for step-by-step instructions.

· Request passcodes to keep as a backup authentication option. When you see the Duo login screen on your computer, click Enter a Passcode and then click the Text me new codes button that appears. This will text you ten passcodes good for 365 days that can each be used once. · Download the Duo Mobile application to all of your registered devices for the ability to generate one-time codes in the event that you lose cell, data, or Wi-Fi service.

If none of these options will meet the needs of your situation, you can contact the IT Service Desk at 614-688-4357 (HELP) and IT support staff will work out a solution with you.

GRADING AND FACULTY RESPONSE

Assignments, Exams, and Values: total points = 1,000

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

Discussions (5)

<table>
<thead>
<tr>
<th>Task</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduce Yourself</td>
<td>15</td>
</tr>
<tr>
<td>Environmental Issue of Importance to you</td>
<td>25</td>
</tr>
<tr>
<td>Summary of Most Used Online Media Source</td>
<td>25</td>
</tr>
<tr>
<td>Environmental Education experiences</td>
<td>25</td>
</tr>
<tr>
<td>Environmental Interpretation experiences</td>
<td>25</td>
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</tbody>
</table>
News Release 75 points

Public Service Announcement 75 points

Online Quizzes (3)
  Environmental Communication (EC) 100 points
  Environmental Education (EE) 100 points
  Environmental Interpretation (EI) 100 points

Critiques (3)
  Environmental Communication (EC) 100 points
  Environmental Education (EE) 100 points
  Environmental Interpretation (EI) 100 points

Environmental Education packet 120 points

Photos of 3 interpretive signs for potential critique 15 points

Discussions (5) –

Students will take part in five class discussions throughout the semester (weeks noted in the course schedule below). Discussions will be facilitated using discussion forums in Carmen. For each discussion, students will be required to post one original post and two responses to classmates’ posts, although further engagement is encouraged.

News Release
Students will make up an agency and logo, decide what purpose their agency fulfills, decide what audience they are targeting, and select a NEWSWORTHY function to report, as directed in Carmen Assignments. Please remember that the PURPOSE of a news release is to inform news media of events that reflect the function of an organization. Remember, news is current and interesting; this is not just an information sheet.

Public Service Announcement
As directed in Carmen Assignments, students will create a PSA SCRIPT for audio. This script will help the announcer know exactly what they want to be said and how. Grammar rules for PSAs are relaxed. Students are writing to be heard and must quickly create an image in the listeners mind.

Online Quizzes (3)
Quizzes will be available on Carmen and will cover lectures and readings up to the week of the quiz. Students should complete quizzes independently.

Critiques (3) -
Students will choose 3 different, current environmental communication, education, or interpretation products. Please include a link for the product. Critique regarding message, audience, and techniques, etc. as directed in Carmen Assignments.

**Environmental Education packet**
As directed in Carmen Assignments, students will prepare an environmental education activity that is representative of their issue of importance. This should be three pages in length. The first page should list grade-specific learning objectives. The second page should describe, in detail, a fun environmental education activity the student created. The third page should be a creative assessment tool which can be used to determine whether or not learning objectives were met.

**Photos of 3 interpretive signs for potential critique**
Students will post three photos of interpretive signs that may be used for their Interpretive product critique. The instructor will review the signs to approve for use in the critique.

**Late assignments**
Late submissions will not be accepted. Please refer to Carmen for due dates. In case of extenuating circumstances (such as severe illness), please reach out to the instructor to discuss arrangements. Documentation will be required.

**Grading scale**


**Instructor feedback and response time:**

I am providing the following list to give you an idea of my intended availability throughout the course. Email is my preferred contact method. (Remember that you can call 614-688-HELP at any time if you have a technical problem.)

- Grading and feedback: For weekly assignments, you can generally expect feedback within 7 – 14 days.

- Email: I will reply to emails within 48 hours on days when class is in session at the university.

- Discussion board: I will check and reply to messages in the discussion boards every 48 hours on school days.
OTHER COURSE POLICIES

Discussion and communication guidelines

The following are my expectations for how we should communicate as a class. Above all, please remember to be respectful and thoughtful.

· Writing style: While there is no need to participate in class discussions as if you were writing a research paper, you should remember to write using good grammar, spelling, and punctuation. A more conversational tone is fine for non-academic topics.

· Tone and civility: Let’s maintain a supportive learning community where everyone feels safe and where people can disagree amicably. Remember that sarcasm doesn’t always come across online.

· Citing your sources: When we have academic discussions, please cite your sources to back up what you say. For the textbook or other course materials, list at least the title and page numbers. For online sources, include a link.

· Backing up your work: Consider composing your academic posts in a word processor, where you can save your work, and then copying into the Carmen discussion.

ACADEMIC INTEGRITY POLICIES FOR THIS ONLINE COURSE

· Quizzes: You must complete the quizzes by yourself.

· Written assignments: Your written assignments, including discussion posts, should be your own original work. You are encouraged to ask a trusted person to proofread your assignments before you turn them in—but no one else should revise or rewrite your work.

· Reusing past work: In general, you are prohibited in university courses from turning in work from a past class to your current class, even if you modify it. If you want to build on past research or revisit a topic you’ve explored in previous courses, please discuss the situation with me.

· Collaboration and informal peer-review: While study groups and peer-review of major written projects is encouraged, remember that comparing answers on a quiz or assignment is not permitted. If you’re unsure about a particular situation, please feel free just to ask ahead of time.

OHIO STATE’S ACADEMIC INTEGRITY POLICY

Academic integrity is essential to maintaining an environment that fosters excellence in teaching, research, and other educational and scholarly activities. Thus, The Ohio State
University and the Committee on Academic Misconduct (COAM) expect that all students have read and understand the university’s Code of Student Conduct, and that all students will complete all academic and scholarly assignments with fairness and honesty. Students must recognize that failure to follow the rules and guidelines established in the university’s Code of Student Conduct and this syllabus may constitute “Academic Misconduct.”

The Ohio State University’s Code of Student Conduct (Section 3335-23-04) defines academic misconduct as: “Any activity that tends to compromise the academic integrity of the university or subvert the educational process.” Examples of academic misconduct include (but are not limited to) plagiarism, collusion (unauthorized collaboration), copying the work of another student, and possession of unauthorized materials during an examination. Ignorance of the university’s Code of Student Conduct is never considered an excuse for academic misconduct, so I recommend that you review the Code of Student Conduct and, specifically, the sections dealing with academic misconduct.

If I suspect that a student has committed academic misconduct in this course, I am obligated by university rules to report my suspicions to the Committee on Academic Misconduct. If COAM determines that you have violated the university’s Code of Student Conduct (i.e., committed academic misconduct), the sanctions for the misconduct could include a failing grade in this course and suspension or dismissal from the university.

If you have any questions about the above policy or what constitutes academic misconduct in this course, please contact me.

Other sources of information on academic misconduct (integrity) to which you can refer include: · The Committee on Academic Misconduct web pages (COAM Home) · Ten Suggestions for Preserving Academic Integrity (Ten Suggestions) · Eight Cardinal Rules of Academic Integrity (www.northwestern.edu/uacc/8cards.htm)

Copyright disclaimer

The materials used in connection with this course may be subject to copyright protection and are only for the use of students officially enrolled in the course for the educational purposes associated with the course. Copyright law must be considered before copying, retaining, or disseminating materials outside of the course.

Statement on Title IX

All students and employees at Ohio State have the right to work and learn in an environment free from harassment and discrimination based on sex or gender, and the university can arrange interim measures, provide support resources, and explain investigation options, including referral to confidential resources.
If you or someone you know has been harassed or discriminated against based on your sex or gender, including sexual harassment, sexual assault, relationship violence, stalking, or sexual exploitation, you may find information about your rights and options at titleix.osu.edu or by contacting the Ohio State Title IX Coordinator at titleix@osu.edu. Title IX is part of the Office of Institutional Equity (OIE) at Ohio State, which responds to all bias-motivated incidents of harassment and discrimination, such as race, religion, national origin and disability. For more information on OIE, visit equity.osu.edu or email equity@osu.edu.

Your mental health

As a student you may experience a range of issues that can cause barriers to learning, such as strained relationships, increased anxiety, alcohol/drug problems, feeling down, difficulty concentrating and/or lack of motivation. These mental health concerns or stressful events may lead to diminished academic performance or reduce a student’s ability to participate in daily activities. The Ohio State University offers services to assist you with addressing these and other concerns you may be experiencing. If you find yourself feeling isolated, anxious or overwhelmed, please know that there are resources to help: ccs.osu.edu. You can reach an on-call counselor when CCS is closed at (614) 292-5766 and 24 hour emergency help is also available through the 24/7 National Prevention Hotline at 1-(800)-273-TALK or at suicidepreventionlifeline.org. The Ohio State Wellness app is also a great resource available at go.osu.edu/wellnessapp.

ACCESSIBILITY ACCOMMODATIONS FOR STUDENTS WITH DISABILITIES

Requesting accommodations

The university strives to make all learning experiences as accessible as possible. If you anticipate or experience academic barriers based on your disability including mental health, chronic or temporary medical conditions, please let me know immediately so that we can privately discuss options. To establish reasonable accommodations, I may request that you register with Student Life Disability Services. After registration, make arrangements with me as soon as possible to discuss your accommodations so that they may be implemented in a timely fashion. SLDS contact information: slds@osu.edu; 614-292-3307; 098 Baker Hall, 113 W. 12th Avenue.
Accessibility of course technology

This online course requires use of CarmenCanvas (Ohio State's learning management system) and other online communication and multimedia tools. If you need additional services to use these technologies, please request accommodations with your instructor.

- Canvas accessibility (go.osu.edu/canvas-accessibility)
- Streaming audio and video
- CarmenZoom accessibility (go.osu.edu/zoom-accessibility)

Collaborative course tools

Course Schedule:
The course schedule is still under development. You will find the first five weeks of topics & readings listed below, as well as due dates for all assignments. One of the strengths of this course is the opportunity to hear from professionals actively working in the field, and some of those modules are still being developed.

Week 1: Housekeeping, Introductions, Environmental Communication (Ch. 1-3) – weeks 1-7
Basics of EC, comm. modeling, differences in EC/EE/EI, environ. literacy
DUE: Introduce yourself

Week 2: Environmental Communication (Ch. 4 - 6)
Components of issues, framing, planning comm., audience analysis
DUE: Environmental issue of importance to you

Week 3: Environmental Communication (Ch. 8 - 9, 16)
Mass media, news releases, public service announcements (PSA’s)
DUE: Summary of your most used online media source

Week 4: Environmental Communication (Ch. 11-12)
Personality types, multiple intelligences, cross-cultural communication
DUE: News Release

Week 5: Environmental Communication (Ch. 13-15, 19)
Presentation skills, non-verbal comm., visual aids, social marketing
DUE: Public Service Announcement (PSA)

Week 6: DUE: Environmental Communication Quiz

Week 7: DUE: Environmental Communication Critique

Week 8: Environmental Education – weeks 8-10
DUE: discussion of past EE experiences
Week 9: **DUE:** Environmental Education Quiz

Week 10: **DUE:** Environmental Education Critique

Week 11: **DUE:** Environmental Education packet

Week 12: Environmental Interpretation – weeks 12-15
**DUE:** discussion of past EI experiences

Week 13: **DUE:** Environmental Interpretation Quiz

Week 14: **DUE:** Photos of 3 interp. signs for your EI critique (Thanksgiving week)

Week 15: **DUE:** Environmental Interpretation Critique