

# Principles of Environmental Campaigns

## Autumn 2021

Course ID: Comm3340  
Course Title: Principles of Environmental Campaigns  
Class Meetings: We 10:20am – 12:10pm  
Classroom: Journalism building 106

Professor: Graham Dixon  
Office: Derby Hall 3045A  
Zoom Office Hours: Wednesdays 2:10pm to 3:40 pm  
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### **Course Objectives and Outcomes**

Principles Environmental Campaigns is designed to equip you with theoretical and practical knowledge regarding the creation, dissemination, and evaluation of campaigns aimed at environmental issues. The course will introduce you to theories of science communication, environmental communication, psychological behavior change, as well as research methodology pertaining to campaign design, measurement, and evaluation. Upon successful completion of this course, students will (1) be able to identify and apply communication theories toward the development of a campaign aimed at a specific outcome (i.e., raising awareness or changing behavior), (2) understand the methods used for evaluating campaign effectiveness, (3) demonstrate professional writing and oral skills, (4) critically evaluate issues pertaining to public understanding of science, risk communication, environmental communication, and mass media.

**Instruction:** This is a hybrid course. The primary methods of instruction are lecture, in-class activities, and online discussion and activities.

### Mode of Course Delivery and Attendance Policy

This course is delivered as a hybrid course, with 2 hours dedicated to in-person lecture and 1 hour of online content per week. However, all lecture content will be recorded and posted promptly on the Carmen site; all assignments and exams will be offered online. Thus, students are given an option to complete the course outside of lecture if they choose to do so without any penalty so long as assignments and exams are completed on time. Given the continued high prevalence of COVID, including breakthrough cases among vaccinated individuals, **students should not attend class if they are feeling sick**. It is very important that individuals avoid spreading the virus to others. Most students should be able to complete a successful semester despite illness-induced absence. If you are absent due to illness, including but not limited to COVID, I will give you a reasonable opportunity to make up missed work. **You do not need to provide a physician's document of illness, but you should advise me via email as soon as you are safely able to do so.**

### Grading

Assignments	Points	% of Final Grade
Campaign Review	25	25%
Online assignments	25	25%
Exam I	25	25%
Exam II	25	25%
Final Exam	25	25%

\*lowest exam score is dropped\*

**A** = 93-100; **A-** = 90-92; **B+** = 87-89; **B** = 83-86; **B-** = 80-82; **C+** = 77-79; **C** = 73-76; **C-** = 70-72; **D+** = 67-69; **D** = 60-66; **F** = Below 60

### Assignments and Exams

**Required Readings.** There is no textbook for this course. Instead, PDFs of selected chapters and articles will be posted on Carmen for each class – refer to the course schedule for each day's assigned readings. Students are expected to complete all readings prior to class so that they will be prepared to discuss the material in class. If any student is interested in additional readings on the assigned or related topics, please feel free to contact me and I can suggest additional resources.

**Online assignments.** Every week there will be an online activity for students to complete that cover the week's themes. Grading will be based on completion. The assignment will be available from Wednesday after class and will close on the following Tuesday at 11:59pm. I will excuse one missed assignment. Because of this, I will not accept late assignments.

**Campaign Project.** This project asks you to propose a campaign, drawing on existing theory and research, that addresses an environmental challenge that you find of interest. The paper will

be between 10-12 pages double spaced, not including references. You will turn in your paper digitally through Carmen.

**Exams.** You have three online exams in this course. However, I drop your lowest score. This means that if you do well on the first two exams, you can skip the final exam. Also, if you miss one exam, then that will be treated as your dropped exam. Because of this policy, I do not allow makeup exams. All exams will be assessed with multiple choice, fill in the blank, and short answer questions. Access to exams will be for a 14 hour period on a specific date (see course schedule) and you will be given 1 hour and 20 minutes to complete them. The first exam covers material from the first half of the course; the second exam covers material from the second half of the course. The final is cumulative, covering all material taught in class. All exams are open book/note and are administered on the course's Carmen site.

All exams cover in-class material as well as content from your readings. To do well in this course means you will need to read every assigned reading.

### **Course Policies**

**Mutual Respect.** Students in this class come from a variety of personal, political, and academic backgrounds, so realize that there will be different perspectives. Your responsibility is to be civil to others and to opinions that differ from yours.

**Technology use and General Politeness.** Technology (phones, laptops, etc) use for non-class related reasons can be very distracting for the professor and for classmates. You're paying a lot of money for this course, so don't waste it on Facebook and texting with friends that you'll see later in the day. The professor reserves the right to take off grade points for repeat offenders.

**Professor and Teaching Assistant's Use of Electronic Mail and Messaging.** There may be occasions where I will need to get in touch with you outside of regular class hours. Email will usually be the first means by which contact will be initiated. It is important that you check your OSU email account regularly, and make sure you purge your account of unneeded email so that new email can get through. If you do not use your OSU email address as your primary email account, please arrange through OIT to have your OSU email forwarded to your preferred account. For instructions on how to have your email forwarded, see [http://8help.osu.edu/forms/mail\\_forwarding.html](http://8help.osu.edu/forms/mail_forwarding.html).

**Academic Misconduct.** It is the responsibility of the Committee on Academic Misconduct to investigate or establish procedures for the investigation of all reported cases of student academic misconduct. The term "academic misconduct" includes all forms of student academic misconduct wherever committed; illustrated by, but not limited to, cases of plagiarism and dishonest practices in connection with examinations. Instructors shall report all instances of alleged academic misconduct to the committee (Faculty Rule 3335-5-487). For additional information, see the Code of Student Conduct <http://studentlife.osu.edu/csc/>.

**All instances of cheating and plagiarism will be reported to COAM for a formal hearing. Please do not cheat or plagiarize. Maximum grade penalty is failing the entire course.**

**Statement about disability services.** Students with disabilities (including mental health, chronic or temporary medical conditions) that have been certified by the Office of Student Life Disability Services will be appropriately accommodated and should inform the instructor as soon as possible of their needs. The Office of Student Life Disability Services is located in 098 Baker Hall, 113 W. 12th Avenue; telephone 614- 292-3307, [slds@osu.edu](mailto:slds@osu.edu).

**Diversity.** The School of Communication at The Ohio State University embraces and maintains an environment that respects diverse traditions, heritages, experiences, and people. Our commitment to diversity moves beyond mere tolerance to recognizing, understanding, and welcoming the contributions of diverse groups and the value group members possess as individuals. In our School, the faculty, students, and staff are dedicated to building a tradition of diversity with principles of equal opportunity, personal respect, and the intellectual interests of those who comprise diverse cultures.

**Title IX.** Title IX makes it clear that violence and harassment based on sex and gender are Civil Rights offenses subject to the same kinds of accountability and the same kinds of support applied to offenses against other protected categories (e.g., race). If you or someone you know has been sexually harassed or assaulted, you may find the appropriate resources at <http://titleix.osu.edu> or by contacting the Ohio State Title IX Coordinator, Kellie Brennan, at [titleix@osu.edu](mailto:titleix@osu.edu)

**COVID-19 Accommodations.** The university strives to make all learning experiences as accessible as possible. In light of the current pandemic, students seeking to request COVID-related accommodations may do so through the university's [request process](#), managed by Student Life Disability Services. 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](mailto:slds@osu.edu); 614-292-3307; [slds.osu.edu](http://slds.osu.edu); 098 Baker Hall, 113 W. 12<sup>th</sup> Avenue.

## Course Schedule

Week and Dates	Week Overview
1 8/25	Introduction to the course What is environmental communication and campaigning?
2 9/1	Environmental Ideologies and Attitudes
3 9/8	Politics and organizations
4 9/15	Environment and entertainment media
5 9/22	Environment and News Media (and social media)
6 9/29	Environmental Risk, part 1
7 10/6	Environmental Risk, part 2
8 10/13	Public Opinion and Misinformation <b>Exam 1 link available on 10/13 from 8am to 10pm EST</b>
9 10/20	Persuasion, part 1
10 10/27	Persuasion, part 2
11	Persuasion, part 3

11/3	
12 11/10	Barriers to Persuasion and Campaign Strategy, part 1
13 11/17 Thanksgiving break 11/24- 11/26	Campaign evaluation, part 1
14 12/1	Campaign evaluation, part 2 <b>Campaign Assignment due December 3<sup>rd</sup>, no later than 11:59pm on Carmen.</b>
15 12/8	Exam 2 link available on 12/8 from 8am to 10pm EST
<b>Final Exam</b>	<b>Final exam link available on December 16 from 8am to 10pm EST.</b>