

Principles of Environmental Campaigns

Autumn 2022

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

Professor: Graham Dixon
Office: Derby Hall 3045A
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. It is important to attend the in-person lecture. Although attendance is not taken, there is a strong correlation between students' attendance and the grade that they earn. So please make the effort to attend every in-person lecture. That said, I will make reasonable accommodations for students that may be affected by COVID-19.

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; **E** = 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 12 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.

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.

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

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; 614-292-3307; slds.osu.edu; 098 Baker Hall, 113 W. 12th Avenue.

Course Schedule

Week and Dates	Week Overview
1 8/24	Introduction to the course What is environmental communication and campaigning?
2 8/31	Environmental Ideologies and Attitudes
3 9/7	Politics and organizations
4 9/14	Environment and entertainment media
5 9/21	Environment and News Media (and social media)
6 9/28	Environmental Risk, part 1
7 10/5	Environmental Risk, part 2
8 10/12	Public Opinion and Misinformation Exam 1 link available on 10/12 from 8am to 8pm EST
9 10/19	Persuasion, part 1
10 10/26	Persuasion, part 2
11 11/2	Persuasion, part 3

12 11/9	Barriers to Persuasion and Campaign Strategy, part 1
13 11/16 Thanksgiving break 11/23- 11/25	Campaign evaluation, part 1
14 11/30	Campaign evaluation, part 2 Campaign Assignment due December 2, no later than 11:59pm on Carmen.
15 12/7	Exam 2 link available on 12/7 from 8am to 8pm EST
Final Exam	Final exam link available on December 15 from 8am to 8pm EST.