

Principles of Environmental Campaigns

Autumn 2025

Course ID: Comm3340
Course Title: Principles of Environmental Campaigns
Class Meetings: Wed/Friday 11:10am to 12:30pm
Classroom: Journalism 342

Professor: Graham Dixon
Office: Derby Hall 3045A
Office Hours: Wednesdays 2:30pm to 4:00 pm
E-mail: Dixon.716@osu.edu

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. There will be an equivalent of 2/3 of lecture content and 1/3 online instruction. **The in-person lecture dates are clearly marked in your course schedule. Please make sure you attend these days.**

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 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 social media 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.

See the following link for OSU's standard syllabus statements:

<https://ugeducation.osu.edu/academics/standard-syllabus/standard-syllabus-statements>

Course Schedule

Week and Dates	Week Overview
1 8/27 - In Person 8/29 - In Person	Introduction to the course/ What is environmental communication? Environmental Ideologies and Attitudes, part 1
2 9/03- In Person 9/05 - No class Online supplement	Environmental Ideologies and Attitudes, part 2
3 9/10 - In Person 9/12 - No class Online supplement	Politics and organizations
4 9/17 - In Person 9/19 - In Person	Environment and Mass Media, part 1 Environment and Mass Media, part 2
5 9/24- In Person 9/26 - No class Online supplement	Environment and Mass Media, part 3
6 10/01- In Person 10/03 - In Person	Environmental Risk, part 1 Environmental Risk, part 2
7 10/8 In person 10/10 - No class Online supplement	Environmental Risk, part 3
8	

10/15 - No class Online Exam 10/17- Autumn break No class	Exam 1 link available on 10/15 from 8am to 8pm EST
9 10/22 - In Person 10/24 - In Person	Persuasion, part 1 Persuasion, part 2
10 10/29 - In person 10/31 - In Person	Persuasion, part 3 Persuasion, part 4
11 11/05 No Class Online Supplement 11/07 No class Online supplement	Mis/disinformation
12 11/12 - In Person 11/14 - In Person	Barriers to Persuasion and Campaign Strategy, pt 1 Barriers to Persuasion and Campaign Strategy, pt 2
13 11/19 In Person 11/21 In Person	Campaign evaluation, part 1 Campaign evaluation, part 2
14 12/03 - No class Online Supplement 12/05 - No Class Online Supplement	Campaign Assignment due December 5, no later than 11:59pm on Carmen.
15	

12/10 No class Online supplement	Exam 2 link available on 12/10 from 8am to 8pm EST
Final Exam	Final exam link available on December 18 from 8am to 8pm EST.