

**CALIFORNIA STATE UNIVERSITY CHANNEL ISLANDS
NEW COURSE PROPOSAL**

DATE 10.4.06
PROGRAM AREA COMMUNICATION AND ESRM

1. Catalog Description of the Course. *[Follow accepted catalog format.]*

Prefix ESRM Course# 443 Title ENVIRONMENTAL COMMUNICATION Units (3)

3 hours lecture per week

hours lecture per week

Prerequisites ESRM 100 and COMM 101 or 320

Corequisites

Description

1.COMM 443 Students will analyze and engage in debates about local, national and global environmental disputes. Topics include analysis of risk, community dialogue and strategic environmental messages.

2.ESRM 443 Students will analyze and engage in debates about local, national and global environmental disputes. Topics include analysis of risk, community dialogue and strategic environmental messages.

Gen Ed Graded CR/NC Repeatable for up to _____ units

Categories _____ D,

INTERDISCIPLINARY

Lab Fee Required A - F Total Completions Allowed

Optional (Student's choice) Multiple Enrollment in same semester

Mission Based Learning Objectives: Interdisciplinary International Multicultural Service Learning

Title V Section 40404: Government US Constitution US History

2. Mode of Instruction.

	Units	Hours per Unit	Benchmark Enrollment	Graded Component	CS # (filled in by Dean)
Lecture	3	1	25	<input type="checkbox"/>	_____
Seminar	_____	_____	_____	<input type="checkbox"/>	_____
Laboratory	_____	_____	_____	<input type="checkbox"/>	_____
Activity	_____	_____	_____	<input type="checkbox"/>	_____

3. Justification and Learning Objectives for the Course. (Indicate whether required or elective, and whether it meets University Writing, and/or Language requirements) *[Use as much space as necessary]*

This is a required course for the Environmental Communication emphasis for the Bachelor of Arts in Communication.

After actively participating in this course, students will be able to:

- a) explain the role of language in shaping a public perception of an environmental resource;
- b) be able to recognize the main areas of debate among differing factions of an environmental dispute;
- c) craft a message for one local environmental issue and convey their perspective persuasively to an audience.

4. Is this a General Education Course YES NO
If Yes, indicate GE category and attach GE Criteria Form:

A (English Language, Communication, Critical Thinking)

- A-1 Oral Communication
- A-2 English Writing
- A-3 Critical Thinking

B (Mathematics, Sciences & Technology)

- B-1 Physical Sciences
- B-2 Life Sciences – Biology
- B-3 Mathematics – Mathematics and Applications
- B-4 Computers and Information Technology

C (Fine Arts, Literature, Languages & Cultures)

- C-1 Art
- C-2 Literature Courses

- C-3a Language
- C-3b Multicultural
- D (Social Perspectives)**
- E (Human Psychological and Physiological Perspectives)**
- UD Interdisciplinary**

5. Course Content in Outline Form. *[Be as brief as possible, but use as much space as necessary]*

- I. Relations between Language and Experiences of Nature
- II. Rhetoric in Environmental Texts and Debates
- III. The Media's Role in Environmental Affairs
- IV. Public Participation in Environmental Decision Making
- V. Descriptions of Dwelling and Place in Popular Culture
- VI. Consensus Building among Environmentally Relevant Stakeholders
- VII. Green & Eco-Marketing
- VIII. Environmental Activists and Advocacy Groups
- IX. Regulatory Negotiations
- X. Environmental Mediation and Conflict Resolution

Does this course overlap a course offered in your academic program? YES NO
 If YES, what course(s) and provide a justification of the overlap?

Does this course overlap a course offered in another academic area? YES NO
 If YES, what course(s) and provide a justification of the overlap?

Signature of Academic Chair(s) of the other academic area(s) is required on the signature sheet below.

6. Cross-listed Courses (Please fill out separate form for each PREFIX)

List Cross-listed Courses

COMM443

Signature of Academic Chair(s) of the other academic area(s) is required on the signature sheet below.

Department responsible for staffing: COMM & ESRM Faculty

7. References. *[Provide 3 - 5 references on which this course is based and/or support it.]*

Depoe, S. (Ed.) (2006). The Environmental Communication Yearbook Lawrence Erlbaum Associates
 Cox, R. (2006). Environmental Communication and the Public Sphere. Sage Publications, Inc.
 Parker, L. J. (2005). Environmental Communication: Messages, Media and Methods. Kendall/Hunt Publishing Company; 2nd edition.
 Sadar, A. & Shull, M. (1999). Environmental Risk Communication: Principles and Practices for Industry. CRC.

8. List Faculty Qualified to Teach This Course.

Communication and ESRM Faculty

9. Frequency.

a. Projected semesters to be offered: Fall Spring Summer

10. New Resources Required. YES NO

If YES, list the resources needed and obtain signatures from the appropriate programs/units on the sheet below.

a. Computer (data processing), audio visual, broadcasting needs, other equipment)

b. Library needs

c. Facility/space needs

11. Will this new course alter any degree, credential, certificate, or minor in your program? YES NO
If, YES attach a program modification form for all programs affected.

Dr. Trudy Milburn/Don Rodriguez
Proposer of Course

10/4/2006
Date

Request for GE Approval

Course Title	COMM 440 Environmental Communication
Units	3
Lab	No
New	Yes

Request

GE Category	UDIGE Upper Division Interdisciplinary GE
Submitter	Milburn, Trudy
Submission Date	09-13-2006
Status	Approved

Criteria Justifications

- Emphasize interdisciplinarity by integrating content, ideas, and approaches from two or more disciplines

In this course students will explore the way that information from biology, geology, agriculture or marine management are used to inform a communication perspective about environmental issues.

- Include substantive written work consisting of in-class writing as well as outside class writing of revised prose. Examples of appropriate written work include: short papers, long papers, term papers, lab reports, documentation, disciplinary-based letters and memos, and essays.

By writing 3-4 position papers, students will explain the way that any environmental issue incorporates information from biology, geology, agriculture or marine management. Based on these papers, students will then engage in debates with their peers about the issues. Students will also practice conflict resolution through group exercises. They will complete a final term paper based on an analysis of a current environmental issue and by using a communication perspective, will advance a solution (for conflict resolution, advocacy, or information dissemination).

Request for GE Approval

Course Title	COMM 443 Environmental Communication
Units	3
Lab	No
New	Yes

GE Category	D Social Perspectives
Submitter	Milburn, Trudy
Submission Date	10-09-2006
Status	Approved

Criteria Justifications

- Promote understanding of how the issues relevant to social, political, contemporary/historical, economic, educational or psychological realities interact with each other within the realm of human experience

In this course students will learn about the way that local, regional cultures (such as Ventura county) interact with the broader institutions (such as government organizations like the USDA Forest Service or the National Park Service, NGOs such as WWF or Green Peace) that impact decisions about resources such as land, air, water and wildlife.

- Focus on how a social science discipline conceives and studies human existence

This course uses social interaction as the basis for describing how people make environmental decisions. For instance, land-use controversies can be examined by the way that different parties in the controversy describe the evidence that supports their competing claims.

- Address issues using the methods commonly employed by a social science discipline

By reading research articles and primary sources of *data* about resource management, students will form an opinion reflected in a research paper that demonstrates their understanding of the relationship between socio-economic and natural systems.

Approval Sheet

Program/Course: COMM/ESRM 440

Program Chair(s)

Date

General Education Chair(s)

Date

Curriculum Committee Chair(s)

Date

Dean of Faculty

Date