

Program	BS Media & Development Communication	Course Code	MDC 473	Credit Hours	3
Course Title	ENVIRONMENTAL COMMUNICATION (Major)				
Course Introduction					
This course explores the role of communication in addressing environmental issues. Students will learn about the principles and practices of environmental communication, including strategies for raising awareness and promoting sustainable behaviors.					
Learning Outcomes					
By the end of this course, students will be able to:					
1 Understand the principles and practices of environmental communication.					
2 Develop strategies for effective communication on environmental issues.					
3 Evaluate the impact of environmental communication on public awareness and behavior.					
Course Content				Assignments/Readings	
Week 1	1	Introduction to Environmental Communication			
Week 2	2	Pollution and Environmental Processes			
Week 3	3	Atmospheric and Climate Science			
Week 4	4	Ecology, Evolution, and Conservation Biology			
Week 5	5	Environmental Challenges: Local, Regional, and Global Level			
Week 6	6	Sustainability of Resources for Development: Efficiency of Energy and Water Resources			
Week 7	7	Global Warming			
Week 8	8	Current Trends in Growth and Resultant Environmental Pollution			
Week 9	9	Future Trends in Growth and Resultant Environmental Pollution			
Week 10	10	Environmental Hazards Due to Development in Industry (Urbanization)			
Week 11	11	Media Portrayal of Environmental Issues			
Week 12	12	Environment Reporting: Techniques and Style			
Week 13	13	Social Media Campaigns for Environmental Issues			
Week 14-16	14	Field Work 14.1 Preparation and Planning 14.2 Data Collection and Observation 14.3 Analysis and Reporting			
Textbooks and Reading Material					
1 Díaz-Pont, J. et al. (Eds.). (2020). The Local and the Digital in Environmental Communication. Palgrave.					
2 Slovic, S., Rangarajan, S., & Sarveswaran, V. (2019). Routledge Handbook of Ecocriticism And Environmental Communication. Routledge.					
3 Simmons, M. W. (2007). Participation and Power: Civic Discourse in Environmental Policy Decisions. State University of New York Press.					
4 Depoe, S. P., Delicath, J. W., & AepliElsenbeer, M. (Eds.). (2004). Communication and Public					

5 Participation in Environmental Decision Making. State University of New York Press.
 Muir, S., Veenendall, T. L. (Eds.). (1996). Earthtalk: Communication Empowerment for Environmental Action. Praeger.

Teaching Learning Strategies

1. Class Discussion
2. Projects / Assignments
3. Group Presentations
4. Students led presentations
5. Thought Provoking Questions
6. Field Visits and Guest Speakers

Assignments: Types and Number with Calendar

Assignments may include special reports, projects, class presentations, field work. The nature of assignment will be decided by the teacher as per the requirements of the course.

Assessment

Sr. No.	Elements	Weightage	Details
1.	Midterm Assessment	35%	Written Assessment at the mid-point of the semester.
2.	Formative Assessment	25%	Continuous assessment includes: Classroom participation, assignments, presentations, viva voce, attitude and behavior, hands-on-activities, short tests, projects, practical, reflections, readings, quizzes etc.
3.	Final Assessment	40%	Written Examination at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.