

CLASS SESSIONS: Wednesday, 5:00-6:15 pm PT (Bren 1424)

CONTACT: hehodges@ucsb.edu | OFFICE HOURS: Wednesday, 4:00-5:00 (Location TBD)

SPECIAL NOTE

This is an election year and I will use science and environmental topics discussed by candidates in class and update readings WoW as I deem beneficial to your success. I insist that you reflect on these topics in class in an open and curious way (as an analyst) and will not tolerate intolerance of diverse viewpoints.

COURSE OVERVIEW

Successful environmental communication is not just about getting the facts right. Before tackling an issue, it's critical to consider the intended audiences and their values and attitudes. In this class you will study communication theory, including how logic, emotion, persuasion, and social influence work. You will also learn about strategic messaging and outreach to achieve your communication goals. *A note: this class was originally 4 units, but has been split into 2, 2-unit classes since '23. The theory focus taken in 440A is inspired by the OG class designed and taught by Lisa Leombruni.*

Course Objectives

- To understand mass media and its impact on environmental messaging.
- To draw connections between psychological biases and message effectiveness.
- To recognize the unequal impacts of communication effects.
- To understand and apply the basics of strategic environmental communication.

ASSESSMENT

- ★ *In-class activities (40%):* Regular, high quality participation is required for you to be successful in this class. Completing required class readings is a necessary and assumed pre-requisite. Devices in class should enhance your engagement, not distract from it. I encourage you to take handwritten notes and reference these during discussion. You will complete 4 in-class activities over the quarter (either individually or in groups) and submit these as part of your evaluation. If you miss class during one of these weeks you will need to make it up on your own time.
- ★ *Individual class goal (60%):* on day 1, you will prepare a [SMART goal](#) for the course (20 pts). At mid-quarter you will check in on your SMART goal (20 pts), and at the EOQ you will assess your status toward goal (20 pts). This goal is for you, not for me, but you will post all of the above on Canvas. Goals work when you make them visible and transparent to others; however, if you wish to keep yours private you can share with me separately.

TOPIC OUTLINE

<i>Week</i>	<i>Lecture</i>	<i>Unit</i>
Week 1	Strategic Environmental Comm Overview	Media & Communication 101
Week 2	Mass Media	
Week 3	The Complicated Media Environment (no in person meeting, individual activity)	
Week 4	Public Distrust of Media & Science	Media Effects
Week 5	The Art of Framing (in-class activity)	
Week 6	Deficit Model & the Power of Persuasion	

Week 7	Social Networks & Cues (in-class activity)	
Week 8	Equitable Communication	The Science of Science Comm.
Week 9	Science Comm In Practice (in-class activity)	
Week 10	That's a wrap!	

Readings: *Check Canvas for updated required materials for the week!*

UNIT 1: MEDIA & COMMUNICATION 101

WEEK 1

Course introduction & overview, no readings.

WEEK 2 - Mass Media 101

- READ: Bailey, Ian. "Media coverage, attention cycles and the governance of plastics pollution. Download Media coverage, attention cycles and the governance of plastics pollution." Environmental Policy and governance 32, no. 5 (2022): 377-389.
- LISTEN: Losing Faith Why We Distrust the Media (20 mins).
- EXTRA Reading (if interested): Boykoff, M. T., & Boykoff, J. M. (2007). Climate change and journalistic norms: A case-study of US mass-media coverage. Geoforum, 38(6), 1190-1204.

WEEK 3 - The Message Environment

- READ: Scheufele, D. A. & Krause, N.M. (2019) Science audiences, misinformation, and fake news Download Science audiences, misinformation, and fake news, PNAS, 116(16), p. 7662-7669.
- READ: Lazer et a. (2018) The science of fake news. Science, 359, p. 1094-1096

WEEK 4 - Public Distrust of Media and Science

- LISTEN: This Conservative Thinks America's Institutions Earned the GOPs Distrust. Aug 15, 2023. (60 min)
- READ: The mistrust of science by Atul Gawande. June 10, 2016.

UNIT 2: MEDIA EFFECTS

WEEK 5 - Communication Effects

READ (pick 1):

- Scheufele, D. A., & Tewksbury, D. (2007). Framing, agenda setting, and priming: The evolution of three media effects models. Journal of communication, 57(1), 9-20.
- Lakoff, G. (2010). Why it matters how we frame the environment. Environmental communication, 4(1), 70-81.
- Not Required: Gustafson, Abel, and Ronald E. Rice. "The effects of uncertainty frames in three science communication topics. Download The effects of uncertainty frames in three science communication topics." Science Communication 41, no. 6 (2019): 679-706.

WEEK 6 - The Deficit Model and Persuasion Theory

- LISTEN to WNYC's The Stakes, History of Persuasion. Part 1, 2, 3 (~20 mins each)

- READ: Kollmuss, A., & Agyeman, J. (2002). Mind the gap: Why do people act environmentally and what are the barriers to pro-environmental behavior? *Environmental Education Research*, 8, p.239- 260.

WEEK 7 - Social Cues and Networks

READ (pick one):

- Caferra, R., Colasante, A., D'Adamo, I., Morone, A., & Morone, P. (2023). Interacting locally, acting globally: trust and proximity in social networks for the development of energy communities. *Scientific Reports*, 13(1), 16636.
- Stoknes, P. E. (2015 Ch 6: The Roots of Denial and Ch: 7 The Five Psychological Barriers to Climate Action and Chapter 9: The Power of Social Networks, In *What We Think About When We Try Not To Think About Global Warming*, White River Junction, VT: Chelsea Green. (p. 95- 109)

OR LISTEN Social Media Influencers and Politics, Environmental Behavior, and Covid Misinformation with Dr. Desirée Schmuck (more international focus, FYI)

UNIT 3: THE SCIENCE OF SCIENCE COMMUNICATION

WEEK 8 - Communication for Environmental Justice

- LISTEN or WATCH: Language shouldn't be the barrier to climate action w/ Sophia Kiann. Jan 2022. (7 min)
- READ or LISTEN: The Sunday Story - The Coal Life.
- SKIM: Judd, Karina, and Merryn McKinnon. "A systematic map of inclusion, equity and diversity in science communication research: Do we practice what we preach?" *Frontiers in Communication* 6 (2021).
- SKIM: Polk, E. & Diver, S. (2020) Situating the scientist: Creating inclusive science communication through equity framing and environmental justice. *Frontiers in Communication*, 5(6), p. 1-10.

WEEK 9 - Communicating Science

- READ: Oreskes, Naomi, and Erik M. Conway. "Defeating the merchants of doubt." *Nature* 465, no. 7299 (2010): 686-687.
- READ: NAS (2017). *The Complexities of Communicating Science*, Ch.2 in *Communicating Science Effectively: A Research Agenda*. Washington, DC: The National Academies Press. P. 23-29.

WEEK 10 - That's a Wrap

- READ: Bill McKibben. The Biden Administration's Next Big Climate Decision in the New Yorker. Sep 2023.