

JMS 554 Environmental Communication

Total = 40 hrs

Course objectives

1. This study area addresses the communicative dynamics of the formation of attitudes. It includes decision making, public policy, public participation, campaign development, organizational effectiveness, and conflict prevention and resolution, which all hinge on the ability of participants to communicate and use information effectively, strategically and ethically.
2. The social construction of nature, and human relationships with nature, through discourse, rhetoric, and communication practices
3. Critical and cultural approaches to environmental discourse
4. Communication about environmental issues in organizational, mass media, political, and international contexts
5. Communication in environmental controversies; stakeholder dialog, and conflict
6. Public understanding of environmental issues; public participation in environmental decision making; expert-public-government dialog
7. Environmental risk communication
8. Communication in environmental advocacy, deliberation, and public relations

Course Outcomes

1. Identify ways in which public discourses socially construct relationships between nature and humans
2. Demonstrate an understanding of critical and cultural approaches to environmental communication
3. Identify and implement communication skills relevant to disseminating environmental information in organizational, political, and international contexts
4. Identify key issues in environmental conflicts, risk communication, and democratic participation in policy-making
5. Demonstrate an ability to critically evaluate environmental advocacy, deliberation, and public relations

Unit – I

Environmental consciousness, environmental movements, environmental movement in India and Karnataka. Development Vs environment debate.

6 hrs

Unit – II

Ecosystems and biodiversity, renewable and non-renewable resources, international initiatives for environmental conservation. Earth summits, Kyoto protocol, agreements on climate change, Montreal protocol, UNEP, Environmental (Protection) Act, Forest (conservation) Act 1980.

10 hrs

Unit – III

Major global, regional and local environmental issues, global warming, e-waste, big dams, water and air pollution, waste management. Special Economic Zones, Environmental campaigns.

10 hrs

Unit – IV

Environmental communication- Reporting environment for print, electronic and new media. Environmental news sources. Objectivity and advocacy in environmental reporting.

8 hrs

Unit – V

Organizations of Environmental journalists, Code of ethics for environmental news coverage. Case studies in environmental reporting.

6 hrs

Books recommended

1. Lester R. Brown (2001). Eco – Economy, W. W. Norton & Company, United States.
2. Michael Frome (1998). Green Ink - An Introduction to Environmental Journalism, University of Utah Press, United States.
3. RamachandraGuha (1999). Environmentalism - A Global History, Pearson, United States.
4. Madhav Gadgil&RamachandraGuha (1995). Ecology and Equity - : The Use and Abuse of Nature in Contemporary India, Routledge, United Kingdom.
5. Graham Chapman, Caroline Fraser, Ivor Gaber&Keval Kumar (1997).Environmentalism and Mass Media - The North/South Divide, Routledge, United Kingdom.
6. John Bellamy Foster (1994). The Vulnerable Planet: A Short Economic History of the Environment ,Monthly Review Press, New York.
7. Madhav Gadgil& RamachandraGuha (1993). The Fissures Land: An Ecological History of India, University of California Press, United States.
8. R. Rajagopalan (2011). Environmental Studies: From Crisis to Cure, Oxford, United Kingdom.
9. T. N. Khoshoo (1984). Environmental Concerns and Strategies, Indian Environmental Society, New Delhi.
10. Sumi Krishna (1996). Environmental Politics - People's Lives and Development Choices, Sage Publication, New Delhi.
11. Kiran B. Chhokar, MamataPandya and MeenaRagunathan (Eds) (2004). Understanding Environment, Sage Publication, New Delhi.
12. ChopraKanchan&GulatiS C (2001). Migration, Common Property Resources and Environmental Degradation, 2001 Sage Publications New Delhi.