

THIS SYLLABUS WILL ALWAYS BE AVAILABLE ON ANGEL.
IF YOU STILL FEEL THAT IT IS NECESSARY TO PRINT IT OUT, PLEASE PRINT DOUBLE-SIDED

Environmental Communication

COMM 321-01, Spring 2019
12:30-1:50pm, Fenton Hall 174

Instructor Dr. Tracy Marafiote

Best contact: tracy.marafiote@fredonia.edu (write course title in subject line)
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Office Hours: Tues 9:30-10, Wed 1-3, Thurs 9:30-11, & by appt
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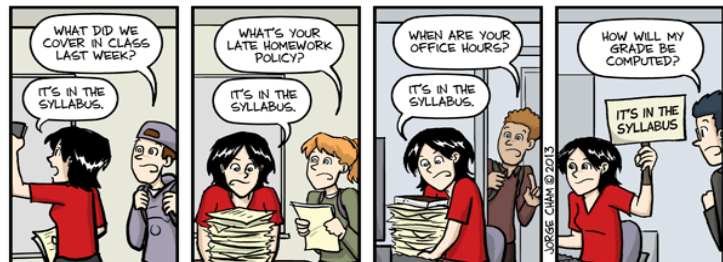
"Of our environment,
what we say
is what we see."
Cantrill & Oravec
The Symbolic Earth

Course Description & Objectives

The **Communication Studies major** stresses critical thinking and how reality is created and maintained through communication practices. It also addresses appropriate and effective participation within relationships and in the *personal, public, and professional spheres*. **This is a Communication Studies course**, and as such it investigates communication about the environment, focusing on ways that organizations, corporations, politicians, advocacy leaders, scientists, citizens, and so on describe, persuade, and shape human interactions with the environment. We will study basic environmental comm. theories, worldviews, and processes, examining how these influence speakers' & listeners'—producers' & consumers'—attitudes and actions toward the natural world.

IT'S IN THE SYLLABUS

This message brought to you by every instructor that ever lived.
WWW.PHDCOMICS.COM



In our current cultural setting, it is crucial that citizens are able to assess competing claims and appeals about the environment, as well as to become more critical producers and consumers of environmental discourse themselves. As we learn to do so, we will strive for three broad objectives:

- 1) **Awareness:** to increase your recognition and understanding of environmental issues, including the strategies and arguments used by individuals, groups, institutions, and the media; to identify ways in which public discourses socially construct relationships between nature and humans.
- 2) **Critical thinking:** to develop your ability to describe, analyze, and evaluate public environmental communication; to enable you to ask provocative and analytic questions about the nature of communication and media.
- 3) **Action:** to empower action in the face of highly complex and often puzzling ecological relationships. Rather than teaching you science, this course seeks to increase your understanding of how both public and personal communication persuades audiences about environmental issues, thereby enhancing your effectiveness as a citizen and a relational human being.

In addition, the course addresses the following (revised) **Department of Communication Learning Goals**, which state that *Students will demonstrate the ability to be:*

1. **Inclusive:** understand, evaluate, and communicate creatively in ways that responsibly confirm the value of all members, within and across technically and culturally diverse groups.
2. **Analytical:** evaluate and creatively consider communication locally, globally, and historically through perspectives relevant to their specific major.
3. **Engaged:** extend and apply skills and knowledge to create community connections beyond the university that foster professional, civic, and developmental engagement.

Required Texts

- **Hendry, J.** (2010). *Communication and the Natural World*. State College, PA: Strata.
- Additional materials are available on OnCourse, "Readings" section

Department of Communication Philosophy

Communication does not exist outside of relationships. With this in mind, the faculty of the SUNY Fredonia Department of Communication believe that all communicators, whether in the classroom, on the air, or within created works, have a responsibility to themselves and their audience.

The faculty believe that it is our responsibility to provide perspective and structure as students make choices about their work, and consequently, about themselves and who they are as adults and scholars. We encourage students to make the effort to consider the consequences of their choices for themselves, for others, and for those relationships.

The faculty encourages projects and behaviors that are undertaken with thoughtful respect and consideration for others. We support and encourage work that is both ethical and enriching to the students' community and to personal and professional relationships.

All students should review the **Department of Communication Ethical and Professional Standards** at <http://www.fredonia.edu/departments/communication/standards.asp>

"We cannot solve the problems that we have created with the same thinking that created them." - Albert Einstein

"You cannot afford to think of being here to receive an education: you will do much better to think of being here to claim one."
Adrienne Rich

Instructor Philosophy/Availability

This is a rigorous and effort-intensive course; you will be exposed to issues, perspectives, and theoretical concepts that will demand a high level of effort and engagement. I will conduct each class and our interactions with these expectations. If at any time during this semester, you feel that my expectations are unclear, have difficulty meeting any of the above requirements, or have any course-related concerns, please talk with me – preferably **before** it becomes an issue (for assignments, *prior to any due date*) – so that we can discuss a solution. I make an effort to always be accessible both in and out of the classroom, and am always willing to discuss any issues related to your learning.

Be aware that I feel strongly that an education is earned through engaged effort to expand your understanding and knowledge of new topics/issues/ideas, as well as your critical thinking abilities. Neither an education nor a good grade is gained simply by paying tuition, attending class, and turning in assignments. As a student you choose the extent to which this course and your education is a priority for you; it is likely that your intellectual success and your grades will reflect your choices and your effort.

Course, Department, & University Policies



This is an ENVIRONMENTAL Communication Course:
NO PLASTIC BOTTLES IN CLASS

Why? Americans send ~38 billion water bottles a year to landfills. Even when bottles are recycled, the 1.5 million barrels of oil needed to make those bottles is a devastating and unnecessary environmental impact. [Source](#)

ADA Statement Reasonable accommodations are available to students with documented disabilities at Fredonia.

Students who may require instructional and/or examination accommodations should contact the office of Disability Support Services for Students (DSS), located on the 4th Floor of the Reed Library (716-673-3270 or disability.services@fredonia.edu). The DSS coordinator will review documentation and determine accommodations on a case-by-case basis. DSS will notify me with an accommodation letter which verifies that you have registered with that office and which describes any accommodations approved for you. After you have met with the DSS coordinator, please contact me so that we can discuss any needed accommodations.

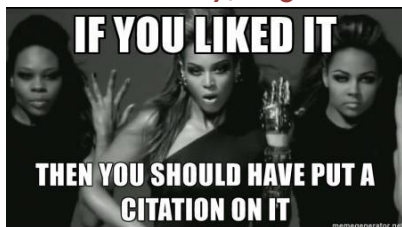


Make up Policy/Assignment Deadlines Quizzes, in-class assignments, reading summaries, etc. cannot be made up; all work is due on the designated day – this *includes* absences for weddings, vacations/trips, doctor visits, interviews, business/work, etc. Notifying me in advance is advised but does not constitute an “excused absence.” In the case of *emergencies* or *extreme personal difficulty* (none of the above reasons qualify), some assignments may be made up with *documentation* (copy of hospital bill, funeral notice, etc.); see me. I am happy to provide **feedback on drafts** of assignments; to allow time in my schedule to do so, such requests must be submitted—with the *100% complete draft*—one week prior to the assignment due date. **Late assignments** will be penalized 5% for each day late and will not be accepted more than one week late.

Attendance & Punctuality policy Regular attendance and punctuality are expected for all class meetings. If you have a scheduling dilemma that makes punctuality difficult, you should reconsider your registration. We will both begin and end classes on time every meeting. Repeatedly arriving after class begins will reduce your attendance grade. Three late arrivals or departures equal an absence. Arriving over 10 minutes late or leaving early is considered an absence. **If you miss class**, it is your responsibility to *contact another student* regarding lecture material, notes, assignments, etc. *In any class, in contacting instructors about absences, have the common sense not ask if you did or if you will “miss anything ‘important’.”*



Academic Honesty/Plagiarism Compliance with strict standards of academic honesty is expected.



Academic misconduct/plagiarism will not be tolerated and may be grounds for failure of the course, and suspension or dismissal from the University. **Plagiarism** is the failure to correctly cite/reference ANY words OR ideas that are not ORIGINALLY yours. You should *always* reference the sources of your information. Plagiarism also includes the using of others' (or sharing your own) essays, quizzes, etc., and the use of pre-written, purchased, or down-loaded materials. *If you do not understand how to cite others' work in your own writing, schedule an appointment with me*; I always am very happy to discuss referencing and learning-related topics with you. Additionally, any **material written for another course** may not be used in this course (or vice versa) without specific permission of both course instructors.

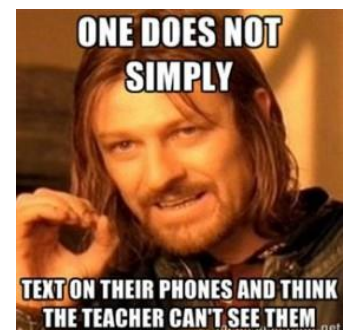
Class Environment Your continued enrollment in this course indicates your agreement that all discussions and interactions will be conducted with thought, maturity, and respect for others' rights to differing values and views. Discussion of differing beliefs is encouraged, and will be conducted in a manner that maintains a climate conducive to the thinking and learning of all members of the class. Students are encouraged to exercise personal responsibility and self-discipline, and engage in the rigors of discovery and scholarship.

Sustainability Policy In keeping with SUNY Fredonia's Green Initiatives to use resources more thoughtfully, you are encouraged you to be mindful about paper (and other resource) usage. Please use double-sided printing for all hard copies of course work. Moreover, you're encouraged to print selectively from our course E-reserves, share/reuse with classmates, and recycle all E-reserve and other materials that cannot be passed on to future students.

Cell Phone Policy Phones must be TURNED OFF and PUT AWAY in bag or backpack during class.

Research shows that the mere presence of a cellphone distracts and reduces the ability to focus; a phone that is out during class will automatically result in a loss of participation points, and may be confiscated for the remainder of the class or the semester. I retain the right to answer any incoming calls or texts. If you are expecting an emergency call or text, let me know in advance.

Laptop Policy Research also shows that laptops are a distraction in the classroom. Other than for occasional class assignments, laptops will generally only be allowed in order to accommodate documented special needs (ADA accommodations), or well-supported requests.



Study time The Communication Department enforces rigorous academic standards, which maintain the high quality and success of our graduates. Students should expect to devote a minimum of 3 hours of study/preparation time for each in-class/credit hour.

Email communication Emails written to any faculty or staff, or to any community member as a representative of SUNY Fredonia, should use standard professional formatting. This includes a clear subject heading, a courteous greeting, proper spelling and grammar, respectful content, and an identifying "signature." See: [Great info #1](#) and [Good Example #2](#). *Pro tip: never start a professional email with "Hey."*



Requests for Reevaluation/24 hour rule The burden of proof in any reevaluation of your work rests with you. Requests for reevaluation must be made *within one week* of the original evaluation. Before meeting with me, please use the first 24 hours to carefully consider my comments in relation to the assignment guidelines. Then, in writing, identify specific concerns or proposed changes and provide an argument and evidence in support of your position, which we will meet to discuss.

Recording Class Material Students may not take photographic, video, or audio recordings of any course material without express permission of the instructor. Any permission granted will be for one-time only and does not extend to other class meetings or materials. Any materials recorded with permission may be used only for the personal study purposes of the individual to whom permission was granted, and may not be shared with other individuals or entities for any purpose.

Course Requirements & Assignments

1. You have ample opportunity to do your work thoroughly throughout the semester and to work with me if you are having difficulties; **extra credit** assignments are not given.
2. In keeping with Fredonia's Green Initiative, we will make this a (relatively) **paperless classroom**; unless otherwise stated, work will be turned in electronically to the drop boxes on OnCourse (Assignments Submissions/Drop Boxes folder). Please print double-sided if printing is necessary.
3. Log onto the **class ONCOURSE site** for copies of the syllabus, course assignment guidelines, submit assignments, communication with group members, other course-related materials or information, to fulfill a course requirement, and to keep track of your grades. If you have any difficulty logging into OnCourse, contact the ITS Service Center, W203 Thompson, 673-3407.

NOTE 1: You are responsible for double-checking ONCOURSE drop boxes to ensure that your assignment was successfully submitted by the due date/time. You MUST do this: failing to verify that your document is attached means that, *if* it is accepted it at a later date, it will be late and will lose points. Remember that OnCourse may not support all browsers.

NOTE 2: You will typically **receive some written feedback on assignments**, not just number grades. To access comments, go the drop box where the assignment was submitted. **DO NOT submit PDF.**

NOTE 3: Any **submitted documents that cannot be opened using MS Word** will receive a zero. The only way to receive credit (minus 5-10%) is: copy or click and drag (do *not* open and save) the file to a flash/thumb-drive, *retaining the original save date*. This date must be on or prior to the assignment's original due date to earn any credit. **DO NOT submit PDF files.**

4. SUNY requires you to keep track of your **Fredonia.edu email account** so you receive both university-wide notices and individual emails regarding class-related information. Failure to read *Fredonia.edu* emails does not exempt you from the content of any messages.
5. To assist in refining your **referencing skills**, we will use TurnItIn.com. **Written assignments** may be due *electronically* to **BOTH** the OnCourse AND the TurnItIn.com drop boxes (go to Assignment Submissions/Drop Boxes folder) on the dates listed on your course schedule. Work with a commonality rank higher than 3% on TurnItIn will not be accepted; see "How to correct TurnItIn 'Originality Report' Errors" (Assignments & Descriptions folder) and resubmit prior to due date. See me with any questions.
6. The content of **presentations, class discussions, videos, and guest speakers' talks** is considered assigned material for which you are responsible. You must be in attendance for all of these.
7. We cannot discuss every concept or even all **assigned material** in class. *This does not mean* that you

aren't responsible for the content of these readings in your assignments and tests. *It does mean that you are responsible for asking questions about any material that you would like to clarify or that you believe relates to a concept we are discussing. Questions, concerns, and comments related to any of the course readings, materials, or assignments are welcomed.*

8. In accordance with SUNY Fredonia guidelines, **grading/evaluation standards** are as follows:
- A(94+)A-(93-0):** Superior performance and achievement: demonstrating exceptional synthesis of concepts and evidence of critical thinking, and *far exceeding* the basic requirements.
 - B+(89-7)B(86-4)B-(83-0):** Very Good performance, substantial achievement: demonstrating effectual effort in engaging concepts and *exceeding* the basic requirements
 - C+(79-7)C(76-4)C-(73-0):** Fair or standard performance and achievement: demonstrating enough effort for *meeting* the basic requirements.
 - D+(69-7)D(66-4)D-(63-0):** Passing yet substandard performance, minimal achievement: demonstrating *marginal* effort and *not meeting* all of the basic requirements.

NOTES: - *Detailed **requirements** for the **below assignments** are posted in OnCourse (Assignments & Descriptions folder). *It is your responsibility to read and fulfill all assignments' guidelines as noted on the assignment description and/or as discussed in class.*

- **Due dates** may not be discussed in class; you should track them on the Course Schedule.
- **ALL group assignment grades** will be influenced by peer evaluations.

No Impact Experience 45% Influenced by the *No Impact Man* documentary we will cover its six topics over six weeks (consumption, waste/trash, transportation, food, energy, and water). In **Topic Groups**, you will be assigned one of the topics, and based on that one topic you'll engage in **three interrelated assignments** (some group, some individual).



no impact project

NYS Environmental Issues Letter* 15% Based on your topic, conduct research focusing on how the topic is relevant to New

York state and write a well-supported, perfectly edited, professional letter to the Department of Environmental Conservation. In class, create a 6-9 min presentation on your topic (given during NIW, 4/16 or 4/18).

Earth Month Project 15% This course is offered in the spring in order to participate in Fredonia's Earth Month celebration. The EMP will be two-fold: (1) Each group will conduct a project that will be presented, displayed, etc. (2) At the same time the class will hold a "Letter Writing Campaign" getting co-signers for your DEC letters.

Finally, the individual No Impact Week (NIW)* 15% Based on the *No Impact Man* documentary, we will all participate in an 8-day "No Impact Experiment" during which we'll track our various consumption habits (the 6 topics, above). Part 1 (7%) Participate daily; write the summary essay. Part 2 (6%) "Why it Matters" - based on your assigned topic, and drawing on expertise from your research and the Earth Week materials, share meaningful/motivational information, and helpful ideas and tips with your *Group* members. (2%) Conduct 2 hours of environmental volunteer time (which may be conducted any time throughout semester).



Reading Summaries & Collaborative In-Class Learning Groups 15%** Complete Summary Worksheets (9%) (see OnCourse) and bring a hard copy to class (*summaries not brought to class on due date will lose 1/2 credit*). These will be used for in-class discussions, studying for tests, and as a foundation for Learning Group (8%) work, in which you will discuss your own and others' questions/comments about the readings and environmental documentaries, as well as complete class exercises and assignments. A significant % of the Learning Group grade is based on peer evaluation of your preparedness for and contributions to all group work.

Tests 30% Generally bi-weekly quizzes (15%) and a final exam (15%). Quizzes will cover material from class discussions, lectures, the text/readings, videos/documentaries, peer presentations, exercises, journals, assignments, etc. The final exam will be cumulative.

Participation 5% You should come to every class having completed the reading and prepared to



engage in discussion. Participation is considered informed and insightful comments on, and/or questions about, concepts, theories, and processes; regular and active verbal engagement in class discussions; displaying close familiarity with/understanding of the readings; engaged and helpful interaction in group and individual exercises/assignments; etc. The quality of your participation is as important as (but not a substitute for) the quantity. Quality of preparation for and participation in any group work is graded, based at least in part on peer evaluations. You should also come to every class having thoroughly completed any assignments that are due, the readings, and the ****Reading Summaries**; consequently, participation grades cannot be more than 5% higher than attendance and assignments grades.

Attendance/Assignments 5% Attendance (%) is required. It is your responsibility to make sure that you are marked on the role. To benefit from the concepts and discussions in this course, it is essential that you regularly and actively participate; this requires your presence. Assignments (%) may include group assignments, readings, in-class activities, and take-home work; all of which are designed to strengthen your understanding of the readings and various perspectives and theoretical concepts. A large part of this grade will be your ****Reading Summaries**. Failure to complete any assignments *thoughtfully* and *thoroughly* will result in minimal or no credit-

Student Resources

- Counseling Center 673-3424 <http://www.fredonia.edu/counseling/>
 - **sexual assault; alcohol/substance abuse; anxiety, grief, depression, suicidal thoughts**; other
- LoGrasso Health Center 673-3131, 673-3132 <http://www.fredonia.edu/healthcenter/>
 - birth control; immunizations; various health and medical issues
- Learning Center 673-3550, Carnahan-Jackson Ctr, 4th floor Reed Library <http://www.fredonia.edu/tlc/>
 - tutoring, supplemental instruction; language and/or disability support services; other
- University Police 673-3333, 2nd floor Gregory Hall, <http://www.fredonia.edu/upd/>
 - escort bus service; silent witness; bluelight program; other

Off Campus: (this is informational only, these orgs are not sanctioned by the instructor or by SUNY Fredonia)

- STI/other services: Evergreen Health <http://evergreenhs.org/> and AIDS Community Svcs of WNY <http://nyshealthfoundation.org/our-grantees/grantee-profile/aids-community-services-of-western-new-york-inc>
- Family Planning Clinic, Dunkirk Health Dept. <http://www.co.chautauqua.ny.us/271/Family-Planning> Graf Bldg, 319 Central Ave, Dunkirk 71-363-3660 / 866-604-6789

Comm 321 Environmental Comm, Course Schedule Sp19 Subject to modification

week date	topic/readings	assignments due/quizzes T=Tues, R=Thurs
1 1/24 1/29	Introduction to the Course, the Issues, & Each Other PART I: Environmental Communication in a Changing World Ch1. Comm & the Environment <i>LAST DAY TO DROP CLASSES</i>	→ View <u>No Impact Man</u> documentary [93 min] by class Tues, 2/19
2 1/29 1/31 1/31	Meisner, What is Environmental Communication? [follow link] Ch2 Our Changing Environment (1 st reading summary due: Meisner, Ch2) chs 1&2, Meisner, continued <i>LAST DAY TO ADD COURSES</i>	>View <u>No Impact Man</u> R: QUIZ 1 -chs1&2, &Meisner
3 2/5 2/7	PART II: Environmental Worldviews Ch3. Mainstream Environmental Perspectives Ch4. Radical Environmental Perspectives chs3&4 continued	>View <u>No Impact Man</u>
4 2/12 2/14	Chs3&4 continued NIW Topic Groups created <i>PDD – NO CLASSES</i>	>View <u>No Impact Man</u>

