

Summer 2017 (2nd Four Weeks)

COMM 4391 Selected Topics: Environmental Communication

Dr. Brent Kice

100% Online

In this course, students will evaluate environmental campaigns to learn the various means of communicating messages regarding environmental issues. Some campaigns the class will examine are **BP and the Gulf of Mexico oil spill**, the **Sea Shepherd** organization from the Animal Planet show “**Whale Wars**,” and perceptions of residents concerning **wind farm construction**.



By the end of the semester, students will achieve the following course objectives:

- 1) Describe techniques used by communicators to influence an audience concerning environmental issues.
- 2) Explain how audiences interpret environmentally-themed messages.
- 3) Explain how communicators socially construct nature.
- 4) Evaluate various environmental campaigns.