

AVVISO SELEZIONI LABORATORI PROFESSIONALIZZANTI

Laboratorio professionalizzante in “Contemporary issues in environmental communication” (totale 30 ore – 6 CFU)

Course Leader: Dr James Painter, james.painter@politics.ox.ac.uk

Tuesdays at 14.30 – 16.00. 16 October to 4 December. (Room DIS A)

Il laboratorio sarà condotto dal Prof. James Painter, dell'Università di Oxford, e sarà tenuto in lingua inglese.

Il Prof. Painters è Research Associate presso il Reuters Institute for the Study of Journalism (RISJ), Department of Politics and International Relations, Oxford University presso cui è uno dei docenti di spicco. Oltre ad essere autore di numerose monografie ed articoli scientifici, il Prof. Painters è il Direttore del prestigioso Journalism Fellowship Programme del Reuters Institute for the Study of Journalism presso l'Università di Oxford. Oltre ad una lunga esperienza accademica, ha maturato anche una esperienza operativa di primo piano, avendo lavorato per anni per la BBC, dove tra l'altro dal 2003 al 2008 ha rivestito l'importante ruolo di Americas Executive Editor. Essendo uno dei massimi esperti sui temi relativi a ambiente, mass media e comunicazione, ha anche fatto parte di comitati di consulenti su queste tematiche per le UK Houses of Parliament. Le sue ricerche più recenti sono orientate ad approfondire il ruolo dei social media nell'influenzare le scelte dei policy makers in relazione ai cambiamenti climatici.

Un breve curriculum si può trovare al seguente link

<https://reutersinstitute.politics.ox.ac.uk/people/dr-james-painter>

The course will aim to make students familiar with the key trends in environmental communication. Students will get an understanding of the recent changes in media systems affecting environmental communication with the arrival of the internet, mobile phones and digital media. There will be a particular focus on issues around the communication of climate change in new and traditional media, but we will also cover the communication of wider environmental issues such as oceans, plastics and air pollution; visual communication of the environment; and what constitutes effective communication. The course will be run with a particular emphasis on group discussion and project work.

Posti disponibili da assegnare al laboratorio: 15

- **Periodo:** Tuesdays at 14.30 – 16.00. 16 October to 4 December. (Room DIS A)

- **Requisiti:** possono partecipare al bando gli studenti iscritti al corso di laurea magistrale in Comunicazione Pubblica, Digitale e d'Impresa. Possono presentare la domanda anche gli studenti iscritti al III anno del Corso di laurea triennale in Scienze della Comunicazione e gli studenti iscritti agli altri corsi di laurea magistrale del Dipartimento di Scienze Politiche: le candidature saranno valutate in funzione della disponibilità di posti.
È necessaria una **buona conoscenza dell'inglese**.
- **Selezione:** nel caso le domande siano superiori ai posti disponibili, la selezione tra gli studenti in possesso dei requisiti avverrà sulla base di un colloquio
- **Course Leader:** Dr James Painter, james.painter@politics.ox.ac.uk
- **Tutoraggio:** il tutor universitario è la d.ssa Flavia Baldassarri
- **Candidature:** gli studenti interessati devono inviare il proprio curriculum indicando il nome del laboratorio a Flavia Baldassarri flavia.baldassarri@unipg.it entro giovedì 11 ottobre 2018.

Course Goals

- Provide students with a broad knowledge about the key issues in environmental communication, with a particular focus on the media's coverage of climate change around the world.
- Help students to acquire a deeper understanding of the research questions, methods and results of research in this field.
- Familiarise the students with different ways of approaching effective communication around environmental issues, and encourage them to identify benefits and drawbacks of such approaches.
- Enable students to present their views on the issues and the literature in a group setting, and present a longer project.

Students will be expected to:

- i) prepare one 30-minute class presentation on one of the seminar topics either individually, or as a pair;
- ii) prepare a project in pairs or teams and present it at the end of the seminar series;
- iii) participate in the group discussions;
- iv) read a short background paper every week.

Each student is expected to attend class, arrive on time, and stay for the entire class.

For the **presentation**, the students will be expected to read two or three key (short) texts on the topic, and do a presentation either individually or in pairs to the rest of the class which summarises and explains the key points in a clear and accurate manner; involves the rest of the class in group discussion; and conveys the importance of the topic in an engaging way.

The **project work** will consist of students in pairs or teams designing an effective campaign around an environmental issue of your choice, with a target audience of your choice, and in a geography of your choice (e.g. town, city, country or international). The project will need to take account of some or all of the following: the goals (scope and purpose) of the communication; the target audience; the framing of the issue; the content of the messages; the messengers; the channels, media and modes through which the

communication takes place; and how to measure impact. Initial help will be given by the course leader in week 3, and further help during the term. The students will have to make a short presentation to the rest of the group about the project in the last seminar of term. This can consist of a power point, posters, pictures, handouts for the audience, or anything else considered helpful to understand your campaign. A prize will be given for the best designed campaign.

Course content

Session 1. Introduction

An opening discussion about the course content including organisational questions (presentations and project work); major themes and key concepts; and background reading to be covered during the course.

Session 2. Background to the issues

Changing patterns of public consumption of information about the environment; the role of the media in society (content creation, selection and effects); the changing media context (rise of online and social media, threatened business models).

Session 3. Communicating about the environment

Public communication practices and what makes them effective, including practical examples from NGO campaigns. Discussion of project work.

Session 4. Climate Change 1: journalistic themes and audience impacts

The main themes journalists use such as disaster, uncertainty and solutions-based approaches; their effects on public attitudes and behaviour; the possible impacts of fear-based reporting.

Session 5. Climate Change 2: online communication

The communication about climate change via blogs, social media, niche sites, and other online players.

Session 6. Climate Change 3: New media players

The rise of new digital born players like Huffington Post, Vice and BuzzFeed in Spain, USA and UK, and how their coverage differs to that of traditional media.

Session 7: Oceans and plastics – communication challenges

Identifying why the media find it difficult to cover the oceans in a sustained, engaging, or accurate way; the role of the media in action on plastics.

Session 8: Health, air pollution and climate change

What are the advantages of framing climate change as a health issue? How does the media report the links, and could it do better?

Session 9: Visualising the environment

The growing use of visuals (video, picture-based content, and graphics) in portraying environmental issues (case studies of Vice, Vox and the New York Times).

Session 10: Presentation of Student Projects