

Liverpool John Moores University

University Modular Framework

Module Code: 7515CATSCI

Module Title: Communicating Transformational  
Social Change

School: NSP

Version No:
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FOR OFFICE USE ONLY

Module Leader

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Telephone:

Level: 7

Credit Rating: 15

Indicative Time Allowances (hours):

Lec	Tut	Sem	Prt	Wrk	Fld	Other	Deliv. Tot	Exam	Private Study	Tot. Learning Hours
15	0	5	10	0	0	0	30	0	120	150

Semester Delivery: (Select one only)

Semester 1  Semester 2  Runs twice (S1 & S2)

Year Long  Summer  Other

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Pre-requisites:

Recommended Prior Study:

Co-requisites:

Barred Combinations:

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Aims:

- Examine the role of communication and engagement strategies in relation to public perceptions of risk and supporting behaviour change towards a more sustainable society.

- b) Critically appraise historical successes in communication and engagement within transformational social behavioural change
- c) Evaluate modern communication strategies available for addressing current environmental challenges
- d) Increase ability to foster behavioural change towards sustainability and transformational adaptation.

Learning Outcomes: After completing the module the student should be able to:

- 1 Make informed judgements through critical analysis of the importance of communication and engagement strategies in supporting society in transformational social change and how they interact with public perceptions of risk
- 2 Critically evaluate communication strategies needed for addressing current environmental challenges
- 3 Analyse the role of participation and leadership in transformational social change
- 4 Enhance understanding and engagement amongst an audience, through the effective communication of a required social behavioural change to a given environmental problem

Learning Activities:

This module will comprise a series of lectures, supported by interactive seminars and workshops. Lectures will draw on a broad variety of theoretical and applied topics with a wide use of interdisciplinary case studies throughout. Workshop sessions will be used to develop group work and analytical skills for both onsite learners and distance-learners. Student directed learning will support the application of the theory learnt during the module.

Outline Syllabus:

Public understanding and responses to environmental challenges and risks  
 Communications in Environmental Campaigns and movements  
 Communicating environmental and sustainability science  
 Public engagement and Public Policy  
 Creative and interdisciplinary approaches to communicating environmental issues and transformational needs e.g. arts, narratives, and celebrity, technology and digital responses  
 Education and behaviour change  
 Engaging with diversity  
 Participation and leadership in transformational change  
 Action Research within the communications sphere

Indicative References:

Cox, R & Pezullo, P (2016) *Environmental Communication and the Public Sphere* Palgrave Macmillan  
 Whitmarsh, L., O'Neill, S. and Lorenzoni, I (Eds) (2010) *Engaging the public with climate change: behaviour change and communication*, Earthscan  
 Priest, S (2016) *Communicating Climate Change: The Path Forward* Palgrave Studies in Media and Environmental Communication Palgrave Macmillan UK  
 Corner, A & Clarke, J (2017) *Talking Climate: From Research to Practice in Public Engagement* Palgrave Macmillan

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Assessment Details:

1 Coursework: 100% Communication of Behaviour change Intervention (3000 words equivalence) Submission can adopt any appropriate written or visual communication strategy such as a video, blog or report

Weighting between E and CW: 0% 100%

Relationship between learning outcomes and assessment tasks:

	1	2	3	4
Component 1	x	x	x	x

Minimum Pass Mark (%): 50

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Module Notes: