Module Code: 7515CATSCI
Module Title: Communicating Transformational Social Change
School: NSP

Module Leader
Name: Dr. Ruth Stevenson
E-mail: Ruth.stevenson@cat.org.uk

Level: 7
Credit Rating: 15

Indicative Time Allowances (hours):

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<th>Lec</th>
<th>Tut</th>
<th>Sem</th>
<th>Prt</th>
<th>Wrk</th>
<th>Fld</th>
<th>Other</th>
<th>Deliv.</th>
<th>Private Study</th>
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Semester Delivery: (Select one only)

Semester 1 □ Semester 2 X Runs twice (S1 & S2) □
Year Long □ Summer □ Other □

Pre-requisites:

Recommended Prior Study:

Co-requisites:

Barred Combinations:

Aims:

a) 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


Priest, S (2016) *Communicating Climate Change: The Path Forward* Palgrave Studies in Media and Environmental Communication Palgrave Macmillan UK

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:

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Minimum Pass Mark (%): 50

Module Notes: