Minor Program Adjustment

Faculty: Social Science and Humanities	**Date**: October 17th, 2017
Program: Communication and Digital Media Studies (CDMS)	
Undergraduate: X☐	**Graduate**: ☐

Minor Program Adjustments include: New required courses, Deletion of required courses, Other changes to degree requirements or program learning outcomes, New academic requirements or changes to existing requirements.

Motion: That CPRC approve the addition of an "Environmental Communication" elective course to the CDMS program map.

Proposal Brief

Summary of the proposed change

CDMS wishes to add a new elective course to the curriculum called "Environmental Communication." As an elective, this does not require any major or minor changes to the overall program map or curriculum design.

Description of the ways in which the proposed change will enhance the program and/or opportunities for students

The course is totally unique and does not duplicate courses currently offered by any other FSSH or UOIT program. Environmental Communication is a tremendously important area of research and practice, but few programs/departments offer courses on it. As an open elective, the Environmental Communication course will support CDMS elective roster, be a key CDMS course in support of the new Sustainability Studies Minor and potentially, the Liberal Studies program, and all of UOIT. The course can be taught by a core faculty member or a sessional instructor specialized in Environmental Communication.

Process of consultation with other units if the change(s) involves students, staff, and/or faculty from other programs or courses

Tanner Mirrlees (CDMS director) consulted with Peter Stoett (Dean of FSSH) and Nadia Harduar (Sustainability Planner, OCISS). All want the "Environmental Communication" course to be included in the new Sustainability Studies minor.

Analysis of financial and enrolment implications: there are no financial implications; the offering may increase enrollments in CDMS program.

Proposed Implementation Date: Fall 2018

Transition Plan (include a plan for all current students in the program, by year level): not applicable, as elective offering. Course's inclusion in the calendar does not impact the curricular structure/program map.

Calendar Copy and/or Program Maps (highlight revisions to existing curriculum)

Course proposal included.

CURRENT CALENDAR COPY	PROPOSED CALENDAR COPY
Year 3 (30 credit hours)	Year 3 (30 credit hours)
Three general electives* One Communication approved elective++ COMM 3110U – Communication Ethics COMM 3250U – Pop Culture COMM 3410U – Digital Media Storytelling COMM 3510U – Work in the Information Age COMM 3610U – Persuasion COMM 3710U – Intercultural Communication ++Communication approved electives:	Three general electives* One Communication approved elective++ COMM 3110U – Communication Ethics COMM 3250U – Pop Culture COMM 3410U – Digital Media Storytelling COMM 3510U – Work in the Information Age COMM 3610U – Persuasion COMM 3710U – Intercultural Communication ++Communication approved electives:
Must take one of: COMM 3310U – Communication, Communities and Social Change COMM 3720U – Communicating Identities COMM 3740U – From Pong to Pokémon GO: Digital Games Studies LGLS 3510U – Censorship and Freedom of Expression LGLS 3520U – Law and Technology LGLS 3530U – Intellectual Property Note: Not all of the listed electives will be offered every year.	Must take one of: COMM 3310U – Communication, Communities and Social Change COMM 3350U – Environmental Communication COMM 3720U – Communicating Identities COMM 3740U – From Pong to Pokémon GO: Digital Games Studies LGLS 3510U – Censorship and Freedom of Expression LGLS 3520U – Law and Technology LGLS 3530U – Intellectual Property Note: Not all of the listed electives will be offered every year.

APPROVAL DATES

Curriculum Committee approval	October 17, 2017
Faculty Council approval	24 October 2017
CPRC Approval	17 November 2017
Submission to Academic Council	

NEW COURSE TEMPLATE

For changes to existing courses see Course Change Template

Faculty: Social Science and Humanities			
Full Course Title: Environmental Communication			
Short Form Course Title (max 30 characters):			
Subject Code and Course number: COMM 3350	**Cross-listings:** N/A	**X Elective**	**Credit weight: 3**
Contact hours (please indicate number of hours for each component): **X** Lecture: 3 hours			

PROGRAM(S) (if applicable, form should accompany a program adjustment/proposal)

Communication and Digital Media Studies

CALENDAR DESCRIPTION

This course explores the communication of the environment by a plurality of social actors: governments, politicians, companies, scientists, news organizations, PR firms, polls, entertainment industries, NGOs, social movements and citizens. Students learn about environmental public relations, journalism, advertising, pop culture, advocacy, and public opinion. Media stories about and images of climate change, climate science, resource extraction, energy, ecological risk, crisis, sustainability and adaptation, animals, water, food security, and green technologies are explored with regard to normative theories of environmental communication for a socially just and sustainable planet.

Prerequisites	**None**
Co-requisites	**None**
Credit restrictions	**None**
Credit exemptions	**None**
Grading scheme	**X letter grade**

LEARNING OUTCOMES (this section is required)

On completion of this course, students will demonstrate:
1. Knowledge about the environmental communication research field.
2. Knowledge about key and current topics and issues in environmental communication.
3. Awareness of and ability to define and apply key concepts in environmental communication.
4. Awareness of and ability to utilize qualitative methods for analyzing mediated stories and images of the environment.
5. Oral and written communication skills by writing assignments, preparing and asking live questions and participating in group discussions about the communication of the environment by various media forms and texts.
6. Application of knowledge about environmental communication in assignments.
7. Professional autonomy by exercising critical thinking about environmental communication, making ethical value-judgements about the quality and social and cultural impacts of environmental

communication, expressing opposing points of view on relevant environmental topics and issues, and being self-reflexive.

8. Awareness of the limits of knowledge about environmental communication and related topics and issues through reflexive questioning of the claims made by the professor, the authors of assigned articles, and peers.

COURSE INSTRUCTIONAL METHOD

(check all that <u>may</u> apply)   X CLS (in-class)   X HYB (in-class and online)

TEACHING AND ASSESSMENT METHODS

Written assignments, tests and/or other assessment methods (as determined by the instructor).

CONSULTATION AND FINANCIAL IMPLICATIONS, WHERE APPROPRIATE

The course is unique and does not duplicate courses currently offered by any other FSSH or UOIT program. Environmental Communication is an important and growing area of research and practice, and no UOIT faculties or programs offer courses addressing this burgeoning topic. As an open elective offered by CDMS, the Environmental Communication course will increase CDMS elective offerings and support both the Sustainability Studies Minor and the Liberal Studies programs. The course can be instructed by a core CDMS faculty member or a sessional instructor with expertise in the field.

EFFECTIVE SEMESTER (Specify Term e.g. Fall 2017)

Fall 2018

APPROVAL DATES

Curriculum Committee approval	***17 October 2017***
Faculty Council approval	***24 October 2017***
Submission to CPRC/GSC	17 November 2017