Professor: Dr. Randy Lake
Office: ASC 206C
Hours: 1:30-3:00 MW (Typically, I will be in the office four days a week, so appointments should be fairly easy to obtain.)
Telephone: (213) 740-3946
E-mail: rlake@usc.edu (This is the most efficient way to reach me. I check my e-mail regularly during the weekday, when I am in the office. However, weekends and evenings are much more sporadic so, if you e-mail me at these times, please do not expect an immediate reply.)

Objectives:
- to understand the environment as both an object and result of communication processes;
- to understand the major elements of these processes and the communication forms, issues, and problems that arise in the environmental context;
- to learn about significant contemporary environmental controversies; and
- to put theories into practice by intervening strategically in the public aspects of an environmental controversy

Websites:
There is a course website, located at blackboard.usc.edu. All students enrolled in this course have access to the website through their USC username and password. This website is an official place for posting information relevant to the class, such as announcements, assignments, and grades, for discussing lecture materials, and so on. You are as responsible for knowing any material posted to the website as you would be responsible for material distributed or discussed during class. Because the University does not unequivocally recognize material placed on this website as the intellectual property of its creator, copies of my lecture notes, etc., will not be made available here.

Also, the Center for Health and Environmental Communication Research at the University of Cincinnati has an extremely valuable website at: http://www.artsci.uc.edu/communication/checr/about/index.html

Readings:
- Robert Cox, Environmental Communication and the Public Sphere (Sage, 2006) [REQUIRED]. Professor Cox served two terms as president of the Sierra Club and knows what he’s talking about!
- Other readings as assigned
  Readings should be completed before class on the day assigned. Some readings will be presented to the class in the form of reports, to be assigned at an appropriate time, which will
comprise part of students’ “class discussion” grade (see below). Because this class will be conducted as a seminar, which places a premium on discussion, lectures will be infrequent. Lectures may not cover all portions of the assigned readings, and may cover additional materials not in the assigned readings; exams will cover all materials, including lectures, readings, and reports.

Assignments: Detailed instructions for all assignments will be provided in due course. Due dates are noted on the tentative syllabus, below.

- Class Project, 50%. This project may take several forms, including: (A) a traditional research paper, 20-25 pages, on a topic approved in advance; (B) participation in an environmental organization or campaign that includes a written, analytical journal applying class concepts to your experience and activities; and (C) an online project, such as a blog or website that gathers together resources in order to facilitate public understanding and involvement in an environmental controversy. Projects may be individual or group (approved in advance).
- Midterm Exam, 15%
- Final Exam, 15%
- Reaction Papers, Reports, and Class Discussion, 20%

All assignments must be the original work of the student and cannot have been used previously or concurrently in any other course. All assignments must be attempted and turned in to pass the course.

Participation and Attendance:

In a senior-level course, your active participation is desired and expected. Missing more than two classes for any reason (including medical emergencies or other so-called “excused” absences) may lower your course grade as much as one-third of a letter grade (e.g., from A to A-) per absence, and even may cause you to fail the course.

Arriving late and leaving early are extremely disruptive, and may be counted as absences.

Technology:

No electronic devices of any kind, including notebook computers and cellphones, are permitted in class except on days specifically authorized in advance by your instructor, or pursuant to the Disability Services policy below.

Writing Assignments:

All written assignments should be submitted in the form required for each assignment (either electronic or hard copy). Photocopies of hard copies are never acceptable. Spelling and grammatical correctness are fundamental requirements, and your writing also will be evaluated according to college-level standards of organization, clarity, gender-neutral language, and conformity to MLA style guidelines (6th edition). Be sure to spell-check before proofreading and remember that they are not the same; you need to do both. Papers with errors will receive a lower grade than otherwise might have been achieved, and cannot be rewritten for credit.

Keep all notes and drafts so that you can present them if asked.

All writing assignments should be double-spaced, in a 12-point font, with one-inch margins. Please use standard serif fonts like Times New Roman (the font I have used here) or
I will be happy to assist you with your written assignments before they are due, including giving feedback on rough drafts. Please take full advantage of my help; rewrites of work already graded will not be accepted.

Deadlines and Late Work:
Turning in work late is strongly discouraged; you will only hurt yourself by getting behind. Late work may be penalized as much as one-third of a letter grade for each day (not class period) late (including weekends). Should you need to turn work in late, be sure to have a member of the mail room staff stamp it with date and time before delivering it to my mailbox. Because mailboxes are not absolutely secure and there is a small chance that your work could be lost, if you provide a duplicate copy of your assignment the staff also will stamp it for your records.

Exams cannot be rescheduled for any reason except in those rare situations defined by University policy.

Academic Integrity:
The Annenberg School for Communication is committed to upholding the University's academic integrity code as detailed in the SCampus guide. It is the policy of the School of Communication to report all violations of the code. Any serious violation or pattern of violations of the academic integrity code will result in the student's expulsion from the Communication major or minor.

If you have any doubts about what is and is not an academic integrity violation, please check with me. The University presumes that you are familiar with its standards and policies; should you be found to have committed a violation, ignorance of these standards and policies will not be accepted as an excuse.

Disabilities:
Any student requesting academic accommodations based on a disability is required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP. Please have the letter delivered to me as early in the semester as possible. DSP is located in STU 301 and is open 8:30 a.m. - 5:00 p.m., Monday through Friday. DSP’s phone number is (213) 740-0776.

Tentative Schedule:
It may be necessary to modify this schedule a bit. Assigned readings should be completed before class on the day listed.

January 11 and 13: Conceptual Perspectives, Part I: The Study of Environmental Communication
Read: Cox, Ch. 1 (1-36)

January 18: Martin Luther King, Jr., Day No Class
January 20: Conceptual Perspectives, Part II: Rhetorically Shaping the Environment  
_read: Cox, Ch. 2 (37-80)  

January 25 and 27: Conceptual Perspectives, Part II: Rhetorically Shaping the Environment, continued  

February 1 and 3: Citizen Voices and Public Forums, Part I: Public Participation in Environmental Decisions  

February 8 and 10: Citizen Voices and Public Forums, Part II: Conflict Resolution and Alternative Forms of Participation  
_GUEST:_ Dr. Colleen Keough  

February 15: Presidents’ Day No Class  

February 17: Media Coverage of the Environment, Part I: Media and Environmental Journalism  
_read: Cox, Ch. 5 (161-204)  

February 22 and 24: Media Coverage of the Environment, Part I: Media and Environmental Journalism, continued  
_GUEST:_ Professor K. C. Cole  

March 1 and 3: Media Coverage of the Environment, Part II: Risk Communication: Nonexpert Publics and Acceptable Risks

March 8 and 10: **Review and Midterm Examination**

March 15 and 17: Spring Break **No Class**

March 22 and 24: **Voices for Change, Part I: Environmental Advocacy Campaigns**
*GUEST: Dr. Anne Marie Todd*
*Read: Cox, Ch. 7 (241-88)*

March 29 and 31: **Voices for Change, Part I: Environmental Advocacy Campaigns, continued**
*FILM: “30 Frames a Second: The WTO in Seattle”*

April 5 and 7: **Voices for Change, Part II: Environmental Justice: Voices From the Grassroots**

April 12 and 14: **Environmental Discourses of Science and Industry, Part I: Science and Symbolic Legitimacy**

April 19 and 21: **Environmental Discourses of Science and Industry, Part I: Science and Symbolic Legitimacy, continued**
*FILM: “An Inconvenient Truth” (and critiques, such as “A Convenient Fiction”)*

April 26 and 28: **Environmental Discourses of Science and Industry, Part II: Green Marketing and Corporate Campaigns**
*Read: Cox, Ch. 10 (367-410)*
*Class Projects Due*

May 7: **Final Examination**