



School of English, Journalism
& European Languages

UNIT OUTLINE

HEJ202/302
Media and the Environment

Semester 1, 2007
<http://www.utas.edu.au/journalism/>

Convenor:	Dr Libby Lester Room: HUM 546 Phone: 6226 7542 Email: Libby.Lester@utas.edu.au Consultation hours: Tues 11-12.50am
Unit description:	Examines the relationship between media and the environment. The sources of environmental news, news language, media framing and environmental images are analysed using a variety of media studies methodologies. Practical journalistic exercises also give students a critical understanding of the forces operating in the field. The unit may include a field trip.
Unit aims and objectives:	On completion of this unit, you should be: <ul style="list-style-type: none">• Familiar with the major theories, concepts and methods used in the study of media and the environment• Developing skills in feature writing, researching and interviewing• Equipped with a basic knowledge of the history of environmental thought and writing in Tasmania, Australia and internationally• Able to think critically about the social and cultural place of environmental journalism.
Learning outcomes:	Students taking this unit will: <ol style="list-style-type: none">1. Build <i>knowledge</i> and enhance skills in the areas described in the Unit aims and objectives (above)2. Enhance skills in <i>communication</i>, both written and oral, through assignments and workshops3. Enhance skills in <i>problem solving</i> through assessment tasks and workshopping activities4. Develop their <i>global perspective</i> through the analysis of texts from a range of national and cultural contexts.

Required texts:	Unit reader. Students should also read a wide variety of media texts every week – features and news, Australian and international – and be prepared to discuss in tutorials.
When taught:	Semester 1, 2007 Lectures: 3.10-5pm Tuesday GEOL SB.Geo211.LT (weeks 1, 3, 5, 7, 9, 11, 13). Some lectures will extend to 6pm, dates tba. Tutorials: 1-hr weekly (weeks 2-13).
Assessment:	1500-word essay (30%), 1500-word feature and critique (30%), two-hour exam (40%)
Recommended reading:	<p>Anderson, Alison. <i>Media, Culture and the Environment</i>. London: Routledge, 1997.</p> <p>Beck, Ulrich. <i>Risk Society: Towards a New Modernity</i>. London: Sage, 1992.</p> <p>Beck, U. "Foreword." <i>Environmental Risks and the Media</i>. Eds. Stuart Allan, Barbara Adam and Cynthia Carter. London: Routledge, 2000. xii-xiv.</p> <p>Bell, Michael Mayerfeld. <i>Invitation to Environmental Sociology</i>. Thousand Oaks: Pine Forge Press, 1998.</p> <p>Burton, Bob. "Invisible PR: Dirty Tricks for Media Consumption." <i>Australian Journalism Review</i> 19.1 (1997):133-143.</p> <p>Calver, Michael C. "Media Tools and Media Traps." <i>Ecology for Everyone</i>, edited by Ray Wills and Richard Hobbs. Chipping Norton, NSW: Surrey Beatty & Sons, 1998. 50-56.</p> <p>Cottle, Simon. <i>Mediatized Conflict</i>. Maidenhead, Berkshire: Open University Press, 2006. Chapter 7.</p> <p>Cox, Robert. <i>Environmental Communication and the Public Sphere</i>. Thousand Oaks Sage, 2006.</p> <p>DeLuca, Kevin Michael. <i>Image Politics: The New Rhetoric of Environmental Activism</i>. New York: The Guilford Press, 1999.</p> <p>Detjen, Jim. "The Traditionalist's Tools (And a Fistful of New Ones)." <i>Media and the Environment</i>. Eds. Craig L. LaMay and Everette E. Dennis. Washington D.C.: Island Press, 1991. 91-102.</p> <p>Downs, Anthony. "Up and Down with Ecology: the 'Issue-Attention' Cycle." <i>The Public Interest</i> 28. Summer (1972): 38-50.</p> <p>Elliot, Nils Lindahl. <i>Mediating Nature</i>. Abingdon: Routledge, 2006.</p> <p>Hannigan, John A. <i>Environmental Sociology: A social constructionist perspective</i>. London: Routledge, 1995.</p> <p>Hansen, Anders, ed. <i>The Mass Media and Environmental Issues</i>. Leicester: Leicester University Press, 1993.</p> <p>Hansen, Anders. "Claims-making and Framing in British Newspaper Coverage of the 'Brent Spar' Controversy." Eds. Stuart Allan, Barbara Adam and Cynthia Carter.</p>

	<p><i>Environmental Risks and the Media</i>. London: Routledge, 2000. 55-72.</p> <p>Hilgartner, Stephen, and Charles L. Bosk. "The Rise and Fall of Social Problems: A Public Arenas Model." <i>American Journal of Sociology</i> 94.1 (1988): 53-78.</p> <p>Lohrey, Amanda. "Groundswell: The Rise of the Greens." <i>Quarterly Essay</i> 8 (2002): 1-86.</p> <p>Kaplan, Bruce. <i>Editing Made Easy</i>. Melbourne: Penguin, 2003.</p> <p>Molotch, Harvey, and Marilyn Lester. "News as Purposive Behaviour: On the Strategic Use of Routine Events, Accidents and Scandals." <i>American Sociological Review</i> 39. February (1974): 101-12.</p> <p>Neuzil, Mark, and William Kovarik. <i>Mass Media & Environmental Conflict</i>. Thousand Oaks: Sage, 1996.</p> <p>Pakulski, Jan, and Stephen Crook, eds. <i>Ebbing of the Green Tide? Environmentalism, Public Opinion and the Media in Australia</i>. Hobart: School of Sociology and Social Work, University of Tasmania, 1998.</p> <p>Pybus, Cassandra and Richard Flanagan, eds. <i>The Rest of the World is Watching</i>. Sydney: Pan Macmillan, 1990.</p> <p>Tranter, Bruce. "The Environment Movement: Where to from Here?" <i>Controversies in Environmental Sociology</i>. Ed. Rob White. Cambridge: Cambridge University Press, 2004. 185-203.</p>
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LECTURE/SEMINAR SCHEDULE

Week	Beginning	Lecture	Reading	Tutorial
1	26 Feb	Introduction		
2	5 March		<p>Hansen, Anders. "The Media and the Social Construction of the Environment." <i>Media, Culture and Society</i> 13 (1991): 443-58.</p> <p>Carson, Rachel. <i>Silent Spring</i>. London: Penguin Books, 1962. Chapters 1 & 2.</p>	Intro. Discussion of assessment.
3	12 March	Media and Environmental Risk	<p>Tankard, James W. "The Empirical Approach to the Study of Media Framing." <i>Framing Public Life: Perspectives on Media and Our Understanding of the Social World</i>. Eds. Stephen D. Reese, Jr. Oscar H. Gandy and August E. Grant. Mahwah, New Jersey: Lawrence Erlbaum Associates, 2003. 95-106.</p> <p>Various, "Turning up the Heat," <i>The Walkley Magazine</i>, Dec 2006-2007: 15-23.</p>	News framing exercise
4	19 March		<p>Gamson, William A., and Andre Modigliani. "Media Discourse and Public Opinion on Nuclear Power: A Constructionist Approach." <i>American Journal of Sociology</i> 95.1 (1989): 1-37.</p> <p>Kolbert, Elizabeth. "The Climate of Man," <i>The New Yorker</i>. 2005. http://www.newyorker.com/printables/fact/050425fa_fact3</p>	Framing presentations
5	26 March	Media and Environmental Politics	<p>Murdock, Graham. "Political Deviance: The Press Presentation of a Militant Mass Demonstration." <i>The Manufacture of News: Social Problems, Deviance and the Mass Media</i>. Eds. Stanley Cohen and Jock Young. revised ed. London: Constable, 1981.</p> <p>Hansen, Anders, Simon Cottle, Ralph Negrine, and Chris Newbold. <i>Mass Communication Research Methods</i>. Basingstoke, Hampshire: Palgrave, 1998. Chapter 5.</p>	Reading images

6	2 April		<p>Anderson, Alison. "Environmental Activism and News Media." <i>News, Public Relations and Power</i>. Ed. Simon Cottle. London: Sage, 2003.</p> <p>Monbiot, George. "An Activist's Guide to Exploiting the Media". 2002. 4 February 2002. <http://www.urban75.com/Action/media.html></p>	Devising a campaign
5-11 April – Easter Vacation – no classes				
7	16 April	Environmental Journalism	<p>DeLuca, Kevin Michael, and Jennifer Peebles. "From Public Sphere to Public Screen: Democracy, Activism, and The "Violence" Of Seattle." <i>Critical Studies in Media Communication</i> 19.2 (2002): 125-51.</p> <p>Kiernan, Kevin. "I Saw My Temple Ransacked." <i>The Rest of the World Is Watching</i>. Eds. Cassandra Pybus and Richard Flanagan. Chippendale: Sun, 1990.</p>	Workshopping feature ideas
8	23 April		Dunleavy, Maurice. <i>Feature Writing</i> . Geelong: Deakin University, 1988. Chapter 2.	Anzac Day
9	30 April	Media, Public Relations and the Environment	<p>Davis, Aeron. "Public Relations and News Sources." <i>News, Public Relations and Power</i>. Ed. Simon Cottle. London: Sage, 2003.</p> <p>Burton, Bob. "Invisible Pr: Dirty Tricks for Media Consumption." <i>Australian Journalism Review</i> 19.1 (1997): 133-43.</p>	Workshopping feature ideas
10	7 May		<p>Beder, Sharon. <i>Global Spin</i>. Melbourne: Scribe Publications, 1997. Chapter 2.</p> <p>Schlesinger, Philip. "Rethinking the Sociology of Journalism: Source Strategies and the Limits of Media-Centrism." <i>Public Communication: The New Imperatives</i>. Ed. M. Ferguson. London: Sage, 1990. 61-83.</p>	Workshopping feature

11	14 May	Media and Environmental Science	<p>Allan, Stuart. <i>Media, Risk and Science</i>. Buckingham: Open University Press, 2002. Chapter 4.</p> <p>Stocking, S. H. "How Journalists Deal With Scientific Uncertainty" pp. in Friedman, Sharon M., Sharon Dunwoody, and Carol L. Rogers, eds. <i>Communicating Uncertainty: Media Coverage of New and Controversial Science</i>. Mahwah, New Jersey: Lawrence Erlbaum Associates, 1999. 23-41</p>	Workshopping feature
12	21 May		<p>Abbey, Edward. "Floating." <i>Being in the World</i>. Eds. Scott Slovic and Terrell F. Dixon. New York: Macmillan, 1993.</p>	Workshopping feature
13	28 May	Unit wrap. Exam preparation.		Unit wrap-up

ASSESSMENT

ASSIGNMENT ONE	Research Essay (worth 30 per cent of final mark)
Description	<p>Analyse the media coverage of an environmental issue that has been in the news in the last 12 months.</p> <p>You should use both primary and secondary sources for this essay, that is, both stories from the media and texts about media coverage. You may use content drawn from any media but you need to justify your choice. For example, you choose to analyse the climate change debate and decide to source all stories that have appeared in the <i>Australian</i> newspaper over the last 12 months as it is the only national broadsheet in Australia. You analyse the stories using standard media studies text analysis techniques (eg. Hansen, Anders, Simon Cottle, Ralph Negrine, and Chris Newbold. <i>Mass Communication Research Methods</i>. Basingstoke: Palgrave, 1998) and find that a large proportion of quotes are sourced from think tanks. You then consult texts that discuss the impact of think tanks on environmental policy (eg. Beder, Sharon. <i>Global Spin</i>. Melbourne: Scribe Publications, 1997) and, more generally, news influences.</p> <p>This assignment will assess learning outcomes 1-4.</p>
Length	1500 words.
Assessment criteria / guidelines	<p>Important points to remember with this style of essay:</p> <ul style="list-style-type: none"> • Clearly define your research question (for example, "The role of think tanks in the climate change debate in Australia" or "The role of media images in Tasmanian forests protests") • Clearly define your methodology (for example, "Content analysis as defined by Hansen et al. is the most appropriate form of analysis..." or "A semiotic analysis of images that appeared in the <i>Mercury</i> in March have been analysed..." or 'Media frames, as identified by Reese...'.) • Justify every decision you make. (You have chosen the <i>Mercury</i> because it is the only daily newspaper in Hobart and March because the opposition leader's visit created a heightened interest in the forest debate.) <p>Your essay should include:</p> <ul style="list-style-type: none"> • your question • an introduction • methodology • theory • discussion • conclusion • references (in MLA style) • an appendix that contains clippings or photocopies of news articles you have referred to or a written description of broadcast items, including content, visuals, speakers, time and place of broadcast, length, etc. <p>For assignment guidelines, including referencing and late penalties, see the Additional Information.</p>
Date due	Due end Week Six, that is, 5pm, Friday 13 April.

ASSIGNMENT TWO	Environmental Feature and Critique (worth 30 per cent of final mark)
Description	<p>The feature</p> <p>Write a 1200-word news feature on an environmental subject. You must not choose the same topic you covered for Assignment One, and you must have the topic approved by your tutor. You should interview at least three people. Interview consent forms must be attached.</p> <p>The critique</p> <p>Your critique (no more than 500 words) should be in academic style and properly referenced. It should discuss how and why your feature developed as it did, and contextualise your work in broader contexts, which may be drawn from readings, such as Conley's <i>The Daily Miracle</i>, Ricketson's <i>Writing Feature Stories</i>, or Anderson's "Source-media relations". You may use "I" if appropriate but please use it sparingly. In the essay, you should reflect on the process of writing your feature and thus on professional journalistic practice.</p> <p>Specifically, you should address the following:</p> <ul style="list-style-type: none"> • The choice of topic, ie what makes it worthwhile • The process of research, including interviewing • The process of writing, including structure, language choice, use of sources <p>For assignment guidelines, including referencing and late penalties, see Additional Information.</p> <p>This assignment will assess learning outcomes 1-4.</p>
Length	Feature of 1200 words plus reflexive critique (3,500-words)
Assessment criteria / guidelines	<p>Assessment for the feature will be based on the following:</p> <ul style="list-style-type: none"> • Understanding of the issue • Research, including interviews, and competent use of sources • Use of material, eg presentation of facts and use of anecdotes • Use of language, including grammar, spelling and punctuation • Use of speech, including direct and indirect speech • Newsworthiness • Structure, including intro and ending • Use of description • Style and tone • Adherence to JMC Style Guide <p>Assessment for the notes will be based on the following:</p> <ul style="list-style-type: none"> • Understanding of content • Understanding of context • Use of secondary sources • Language, referencing, structure
Date due	<p>Workshopped in weeks 10-12</p> <p>Due end Week 13, that is Friday 1 June, 5pm</p>

ADDITIONAL INFORMATION

Submission of Assignments

Students are required to submit a signed cover sheet with every assignment. This includes a declaration that all material submitted is their own work except where there is clear acknowledgement or reference to the work of others and that they have read the University statement on Academic Misconduct (Plagiarism) on the University website at www.utas.edu.au/plagiarism or in the Student Information Handbook.

Assignment cover sheets are available from the School office or the School website. **Assignments submitted without a signed cover sheet will not be marked.** Students who submit assignments without a signed cover sheet will be contacted once via their UTAS email address; in such instances the cover sheet must be completed within two weeks of the due date.

All assignments must be submitted in hard-copy (not by email) and placed in the essay box at the School office on or before 5pm on the due date. Students are required to keep copies of all submitted assignments. Assignments submitted on time will be returned within three weeks of the due date; once on time assignments have been returned no further late assignments will be accepted. All marked assignments will be returned in tutorials unless otherwise advised.

Late Assignments

Late submissions will be penalized as follows: 5% of the available marks for the first day, and then 2% per working day thereafter. Late work will be accepted without penalty if accompanied by a medical certificate for the relevant period or a letter from a counsellor in the case of a serious non-medical reason.

Difficulties with your Studies

If you are experiencing difficulties with your studies or assignments, have personal or life planning issues, disability or illness which may affect your course of study, you should raise these with your lecturer and/or one of the following Student Services staff as soon as possible:

- Learning Skills Adviser
- Disability Adviser
- Careers Adviser
- Student Counsellor

University Statement on Plagiarism and Academic Integrity

"Plagiarism is a form of cheating. It is taking and using someone else's thoughts, writings or inventions and representing them as your own; for example, using an author's words without putting them in quotation marks and citing the source, using an author's ideas without proper acknowledgment and citation, copying another student's work.

If you have any doubts about how to refer to the work of others in your assignments, please consult your lecturer or tutor for relevant referencing guidelines, and the academic integrity resources on the web at <http://www.utas.edu.au/tl/supporting/academicintegrity/index.html>.

The intentional copying of someone else's work as one's own is a serious offence punishable by penalties that may range from a fine or deduction/cancellation of marks and, in the most serious of cases, to exclusion from a unit, a course or the University. Details of penalties that can be imposed are available in the Ordinance of Student Discipline – Part 3 Academic Misconduct, see <http://www.utas.edu.au/universitycouncil/legislation/>."

The University and any persons authorised by the University may submit your assessable works to a plagiarism checking service, to obtain a report on possible instances of plagiarism. Assessable works may also be included in a reference database. It is a condition of this arrangement that the original author's permission is required before a work within the database can be viewed.

Assignment Presentation

The Journalism, Media and Communications discipline uses MLA Style, which is characterized by in-text referencing and a list of works cited. See the *MLA Handbook for Writers of Research Papers*, 6th ed. Ed. Joseph Gibaldi (New York: The Modern Language Association of America, 2003). For a brief introduction, please go to <http://www.utas.edu.au/journalism/>. For journalistic writing, refer to the JMC Style Guide, also available at <http://www.utas.edu.au/journalism/>.

Marking Scale

The following distribution of marks and grades is applied in assessing your work:

- High Distinction (HD)—80-100%
- Distinction (DN)—70-79%
- Credit (CR)—60-69%
- Pass (PP)—50-59%
- Fail (NN)—0-49%

All marks are subject to moderation.

IT Support

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