

## SYLLABUS

### 1. Information regarding the programme

|                                     |                                                      |
|-------------------------------------|------------------------------------------------------|
| 1.1 Higher education institution    | Babeş-Bolyai University of Cluj-Napoca               |
| 1.2 Faculty                         | Faculty of Environmental Science and Engineering     |
| 1.3 Department                      | Department of Environmental Analysis and Engineering |
| 1.4 Field of study                  | Environmental Engineering                            |
| 1.5 Study cycle                     | Bachelor                                             |
| 1.6 Study programme / Qualification | Environmental Engineering (in English)               |

### 2. Information regarding the discipline

|                            |                                    |              |          |                         |            |                                    |
|----------------------------|------------------------------------|--------------|----------|-------------------------|------------|------------------------------------|
| 2.1 Name of the discipline | <b>Environmental Communication</b> |              |          |                         |            |                                    |
| 2.2 Course coordinator     | Dr. Lucrina Stefanescu             |              |          |                         |            |                                    |
| 2.3 Seminar coordinator    | Dr. Lucrina Stefanescu             |              |          |                         |            |                                    |
| 2.4. Year of study         | <b>II</b>                          | 2.5 Semester | <b>2</b> | 2.6. Type of evaluation | <b>Ex.</b> | 2.7 Type of discipline <b>Opt.</b> |

### 3. Total estimated time (hours/semester of didactic activities)

|                                                                                       |           |                      |           |                        |           |
|---------------------------------------------------------------------------------------|-----------|----------------------|-----------|------------------------|-----------|
| 3.1 Hours per week                                                                    | 4         | Of which: 3.2 course | 2         | 3.3 seminar/laboratory | 2         |
| 3.4 Total hours in the curriculum                                                     | <b>56</b> | Of which: 3.5 course | <b>28</b> | 3.6 seminar/laboratory | <b>28</b> |
| Time allotment:                                                                       |           |                      |           |                        | hours     |
| Learning using manual, course support, bibliography, course notes                     |           |                      |           |                        | 16        |
| Additional documentation (in libraries, on electronic platforms, field documentation) |           |                      |           |                        | 10        |
| Preparation for seminars/labs, homework, papers, portfolios and essays                |           |                      |           |                        | 10        |
| Tutorship                                                                             |           |                      |           |                        | 4         |
| Evaluations                                                                           |           |                      |           |                        | 2         |
| Other activities: .....                                                               |           |                      |           |                        |           |
| 3.7 Total individual study hours                                                      | 42        |                      |           |                        |           |
| 3.8 Total hours per semester                                                          | 98        |                      |           |                        |           |
| 3.9 Number of ECTS credits                                                            | 4         |                      |           |                        |           |

### 4. Prerequisites (if necessary)

|                   |                            |
|-------------------|----------------------------|
| 4.1. curriculum   | There are no prerequisites |
| 4.2. competencies | The use of the computer    |

### 5. Conditions (if necessary)

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|---------------------|--------------------------------------------------|
| 5.1. for the course | Video projector, whiteboard, and internet access |
|---------------------|--------------------------------------------------|

|                                      |                                                  |
|--------------------------------------|--------------------------------------------------|
| 5.2. for the seminar /lab activities | Video projector, whiteboard, and internet access |
|--------------------------------------|--------------------------------------------------|

## 6. Specific competencies acquired

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|----------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Professional competencies</b> | <p>Understanding theories regarding the key notions and concepts used in communication;</p> <p>Understanding communication techniques in the field of environmental science;</p> <p>Developing various types of informative texts in the field of environmental science;</p> <p>Creating strategies and policies for environmental communication;</p> <p>Developing information campaigns on environmental issues and/or for the popularization of science in the field.</p> |
| <b>Transversal competencies</b>  | <p>Development of communication and presentation skills;</p> <p>Understanding the basics of developing communication campaigns;</p> <p>Teamwork.</p>                                                                                                                                                                                                                                                                                                                         |

## 7. Objectives of the discipline (outcome of the acquired competencies)

|                                          |                                                                                                                                                                                                                                                                                                                                                                                                                             |
|------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 7.1 General objective of the discipline  | Acquiring and applying knowledge and skills necessary for a communication specialist in the field of environmental science and engineering;                                                                                                                                                                                                                                                                                 |
| 7.2 Specific objective of the discipline | <p>Acquiring theoretical knowledge in the field;</p> <p>Applying theoretical concepts through interactive exercises;</p> <p>Understanding the main scientific theories and methodological research approaches in environmental communication;</p> <p>Developing an environmental awareness campaign;</p> <p>Designing communication campaigns tailored to different target groups using various communication channels.</p> |

## 8. Content

| 8.1 Course                                                                                                                                     | Teaching methods                                    | Remarks                                                                           |
|------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------|-----------------------------------------------------------------------------------|
| <b>C1:</b><br>Introductory Aspects: Presentation of the course objectives and assessment methods. Introduction to environmental communication. | Presentation, discussions, and case study analysis. | Attendance at courses is optional, but a minimum of 6 attendances is recommended. |
| <b>C2:</b><br>Theories and Models of Communication                                                                                             | Presentation, discussions                           |                                                                                   |
| <b>C3:</b><br>Introduction to Environmental Communication – A Brief History                                                                    | Presentation, discussions, and case study analysis. |                                                                                   |
| <b>C4:</b><br>Environmental Risk Communication (I): Defining Risk                                                                              | Presentation, discussions, and case study analysis. |                                                                                   |
| <b>C5:</b><br>Environmental Risk Communication (II): Socio-Communicational Aspects of Environmental Risk: Perceptions and Behaviours           | Presentation, discussions                           |                                                                                   |

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|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|--|
| <b>C6:</b><br>Environmental Risk Communication (III): Developing Awareness Campaigns                                                                                                                                    | Presentation, discussions, and case study analysis.                          |                                                                                          |  |
| <b>C7:</b><br>The Press and Environmental Communication (I): Investigative Journalism                                                                                                                                   | Presentation, discussions, and case study analysis.                          |                                                                                          |  |
| <b>C8:</b><br>The Press and Environmental Communication (II): Media relations                                                                                                                                           | Presentation, discussions, and case study analysis.                          |                                                                                          |  |
| <b>C9:</b><br>Social media and Environmental Communication (I): Communication Functions                                                                                                                                 | Presentation, discussions, and case study analysis.                          |                                                                                          |  |
| <b>C10:</b><br>Social media and Environmental Communication (II): Creating and Developing Content                                                                                                                       | Presentation, discussions, and case study analysis.                          |                                                                                          |  |
| <b>C11:</b><br>Popularizing Science in the Field of Environmental Science and Engineering                                                                                                                               | Presentation, discussions, and case study analysis.                          |                                                                                          |  |
| <b>C12:</b><br>Scientific Texts and Informative Texts in the Field of Environmental Science                                                                                                                             | Presentation, discussions, and case study analysis.                          |                                                                                          |  |
| <b>C13:</b><br>Developing and Evaluating Environmental Communication Plans and Strategies                                                                                                                               | Presentation, discussions, and case study analysis.                          |                                                                                          |  |
| <b>C14:</b><br>Recapitulations and Exam Preparation                                                                                                                                                                     | Presentation, discussions                                                    |                                                                                          |  |
| <b>Bibliography</b>                                                                                                                                                                                                     |                                                                              |                                                                                          |  |
| Cox Robert (2013), Environmental Communication and the Public Sphere, Third Edition, Sage Publications, Inc                                                                                                             |                                                                              |                                                                                          |  |
| Haddow, G. & Haddow, K.S. 2013. How to Adapt to the Changing Media Environment. In Disaster Communications in a Changing Media World. 2nd ed. Elsevier Science. 135–153.                                                |                                                                              |                                                                                          |  |
| Lundgren R., McMakin A., 2013 Risk Communication: A Handbook for Communicating Environmental, Safety, and Health Risks, Fifth Edition, DOI:10.1002/9781118645734                                                        |                                                                              |                                                                                          |  |
| Covello, V. 2010. Strategies for Overcoming Challenges to Effective Risk Communication. In Handbook of Risk and Crisis Communication. R.L. Heath & D.H. O`Hair, Eds. Routledge. 155–179. DOI: 10.4324/9780203891629-14. |                                                                              |                                                                                          |  |
| 8.2 Seminar                                                                                                                                                                                                             | Teaching methods                                                             | Remarks                                                                                  |  |
| <b>S1:</b><br>Presentation of specific topics, bibliography, and the content of the group project                                                                                                                       | Discussions and interactive games                                            | Attendance at the activities is MANDATORY, with a minimum of 80% participation required. |  |
| <b>S2:</b><br>Mastering effective communication techniques to avoid misunderstandings                                                                                                                                   | Lecture, brainstorming, discussions                                          |                                                                                          |  |
| <b>S3:</b><br>Analysis of environmental communication during major ecological conflicts                                                                                                                                 | Case study presentations, video viewing and analysis followed by discussions |                                                                                          |  |
| <b>S4:</b><br>Vulnerability analysis: Assessing risks and adaptation capacities in response to stressors or threats                                                                                                     | Lecture, interactive game                                                    |                                                                                          |  |

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| <b>S5:</b><br>Identifying and analysing the target audience's information needs for effective communication.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Interactive games, discussions, and exercises                         |                                 |
| <b>S6:</b><br>Development of environmental awareness campaigns tailored to different target audiences                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Lecture, brainstorming, practical applications, discussions, feedback |                                 |
| <b>S7:</b><br>Examining environmental investigations to understand journalistic perspectives and their influence on public opinion                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Video viewing and analysis followed by discussions                    |                                 |
| <b>S8:</b><br>Strategies and techniques for maintaining effective media relations                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Lecture, practical application, discussions                           |                                 |
| <b>S9:</b><br>Developing content for social media, adapted from scientific texts, for various social media platforms                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Lecture, practical application, discussions                           |                                 |
| <b>S10:</b><br>Mastering communication techniques to enhance the appeal of environmental communication (e.g., storytelling, using infographics, etc.)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Case study presentations, practical applications, discussions         |                                 |
| <b>S11:</b><br>Techniques for popularizing science                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Case study presentations, practical applications, discussions         |                                 |
| <b>S12:</b><br>Using scientific writing techniques in the field of environmental science and engineering                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Case study presentations, practical applications, discussions         |                                 |
| <b>S13:</b><br>Strengthening understanding of key concepts and ideas from specialized literature.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Lecture, discussions                                                  |                                 |
| <b>S14:</b><br>Presentation of individual projects                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Examination                                                           | Individual project presentation |
| <b>Bibliography</b><br><br>Cox Robert (2013), Environmental Communication and the Public Sphere, Third Edition, Sage Publications, Inc<br><br>Haddow, G. & Haddow, K.S. 2013. How to Adapt to the Changing Media Environment. In Disaster Communications in a Changing Media World. 2nd ed. Elsevier Science. 135–153.<br><br>Lundgren R., McMakin A., 2013 Risk Communication: A Handbook for Communicating Environmental, Safety, and Health Risks, Fifth Edition, DOI:10.1002/9781118645734<br>Covello, V. 2010. Strategies for Overcoming Challenges to Effective Risk Communication. In Handbook of Risk and Crisis Communication. R.L. Heath & D.H. O`Hair, Eds. Routledge. 155–179. DOI: 10.4324/9780203891629-14. |                                                                       |                                 |

**9. Corroborating the content of the discipline with the expectations of the epistemic community, professional associations, and representative employers within the field of the program**

The knowledge gained during the course can be applied in fields involving the development of environmental communication strategies and/or the dissemination of environmental data to the general public.

Additionally, this knowledge can be utilized within environmental institutions and/or non-governmental organizations (NGOs) engaged in activities that include developing awareness campaigns about environmental issues.

**10. Evaluation**

| Type of activity                                                                                                                                                                  | 10.1 Evaluation criteria                                                                               | 10.2 Evaluation methods         | 10.3 Share in the grade (%) |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|---------------------------------|-----------------------------|
| 10.4 Course                                                                                                                                                                       | <ul style="list-style-type: none"><li>Acquired theoretical knowledge</li></ul>                         | Written exam during exam period | <b>50%</b>                  |
| 10.5 Seminar                                                                                                                                                                      | <ul style="list-style-type: none"><li>Presentation of individual projects during the seminar</li></ul> | Individual project presentation | <b>50%</b>                  |
| 10.6 Minimum performance standards                                                                                                                                                |                                                                                                        |                                 |                             |
| Attending at least 80% of seminars and completing the individual project presentation.<br>Securing a minimum score of 5 on both the individual project presentation and the exam. |                                                                                                        |                                 |                             |

Date

04.12.2024

Signature of course coordinator

Dr. Lucrina Stefanescu



Signature of seminar coordinator

Dr. Lucrina Stefanescu



Date of approval

Signature of the head of department

Prof. Dr. Cristina Rosu

Signature of the dean

Associated prof. Dr. Nicolae Ajtai