



TEL AVIV אוניברסיטת תל אביב
UNIVERSITY תל אביב

Full Syllabus



Course Syllabus Environmental Communication & Branding

Instructor: Dr. Uri Oren

Academic year: 2022-23

Semester: Spring

Credit hours: 2

Course number: 0920.4057.01

Class day & time: Wednesdays 12:15-13:45

Location: The Porter building, Room: 101

Course objectives and purposes:

Environmental communication & branding is an academic–training course. The course will introduce the students with central theories and models in current environmental communication, branding, creativity, and mass communication campaign construction. The course will extend the discussion to applicable communication case studies and events in Israel and abroad. The course seeks to deepen the students' understanding of environmental relevancy, public perception barriers, various target audiences, creative ideas, and smart use of media. During the course, the students will learn the stages of communication planning and exercise the construction of an environmental campaign.

Following the course, the student will be able to:

1. Analyze Environmental campaigns.
2. Analyze target audiences.
3. Investigate and respond to communication barriers.
4. Plan the stages & structure of an environmental campaign.

Course Topics: 5 Major Parts

Rational and topics: The course focuses on understanding the strength and the witnesses of mass media campaigns and the power of branding in the environmental world, as well as the importance and effectivity of marketing ideas.



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1. The challenges of environmental communication.
2. Target audience (the public), environmental attitudes and persuasion barriers.
3. The power of ideas and creativity.
4. Various environmental influence strategies.
5. Environmental campaigns planning methods (a-z).

The class lectures and exercise sections will include slide presentations, video clips, as well as discussions based on thought-provoking questions and homework readings.

Prerequisites:

None

Course Requirements:

- * No more than 2 discrete session absences permitted for the entire course.
- * Students must receive a minimum grade of 60 to pass the course.

Final Grading:

1. Mandatory attendance and active **class participation** - 10%.
2. Developing an environmental campaign, presenting the work to the class, and submitting the presentation as a final work (90%).

Note: Student, working in pairs, will be required to choose an environmental issue/field from which to develop their personal campaign planning and communication products. The work will be explained in further details in class.



Course Program:

Lecture 1-2: Basic Environmental communication questions

- Environmental trends, public attitude, and perceptions.
- Public knowledge and understanding of environmental issues.
- Skepticism and reliability.
- Public ambivalence regarding environmental issues.
- Translation of science – the ability to understand.
- Working session – Environmental questions.

Lecture 3-4: Environmental communications planning stages and strategies

- Gathering of background information and knowledge.
- Campaign barriers.
- Rational vs. emotional campaigns.
- The handicap principle – proving reliability.
- Campaign tactics – redundancy, consistency, identity, timing and location.
- Methods in public attitude research – quantitative and qualitative.
- Working session – marketing barriers.

Lectures 5-6: Environmental relevance

- Translating environmental data during campaign planning.
- Green wash: definitions, problems and long-term solutions.
- Barriers of knowledge, understanding and involvement.
- Forming the basic communication story – the brand idea.
- Working session – marketing insights.

Lectures 7-9: Campaign development and structure

- Stages in campaign planning – the strategic brief.
- Fronting Communication barriers and public insights.



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- Setting the narrative/main story of the campaign.
- Creating reliability – Reason to belief (RTB).
- Campaign duration – short and long-range influence.
- Working session – students' personal campaigns.

Lecture 10-13: Your personal environment campaign - Student presentations

- Campaign background (data and knowledge)
- Campaign goals.
- Campaign target audience.
- Campaign barriers.
- Campaign narrative.
- The main marketing idea.
- Creative solutions for various media.

List of publications.

Lecture 1-2: Basic Environmental communication questions

Optional reading:

Borawska, A. (2017). The Role of Public Awareness Campaigns in Sustainable Development. *Economic and Environmental Studies Vol. 17, No. 4.*

Chen, Y., Zhang, Z., Shi, P., Song, X., Wang, P., Wei, X., and Tao, F. (2015). Public perception and responses to environmental pollution and health risks: evaluation and implication from a national survey in China. *Journal of Risk Research, 2015.*

Leiserowitz, A. A., Kates, R. W., & Parris, T. M. (2006). Sustainability values, attitudes, and behaviors: A review of multinational and global trends. *Annual Review Environmental Resources, 31*, 413-444.

Smith, T. W., Kim, J., & Son, J. (2017). Public Attitudes toward Climate Change and Other Environmental Issues across Countries. *International Journal of Sociology, 47(1)*, 62-80.

Lecture 3-4: Environmental communications planning stages and strategies

Optional reading:



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Kaiser, F. G., Wölfing, S., & Fuhrer, U. (1999). Environmental attitude and ecological behaviour. *Journal of environmental psychology*, 19(1), 1-19.

Rajapaksa, D., Islam, M., and Managi, S. (2018) Pro-Environmental Behavior: The Role of Public Perception in Infrastructure and the Social Factors for Sustainable Development. *Sustainability* 2018, 10, 937.

Wang, C., Zhang, P., Choi, R., & D'Eredita, M. (2002). Understanding consumers attitude toward advertising. *AMCIS 2002 Proceedings*, 158, 1143-1148.

Lectures 5-6: Environmental relevance

Optional reading:

Kelly, L.S. Kimberly, D.W. and Daniel, R.A. (2003). Viewing the viewers: viewing behaviors by children and adults during television programs and commercials. *Journal of communication*. 53(2), 265-281.

Valkenburg, P. M., & Peter, J. (2013). Five challenges for the future of media-effects research. *International Journal of Communication, IJoC*, 7, 197-215.

Lectures 7-9: Campaign development and structure

Optional reading:

Donald, R.L. Kevin, L.K. and John, U.F. (2008). The Structure of Survey-Based Brand Metrics. *Journal of International Marketing. American Marketing Association*, 16(4), 29-56.

Sylvia, R. and Faye, S. (2012). What people really think about the environment: an analysis of public opinion. Green Alliance policy insight.