

Introduction

Lesson 01: Course Structure & Resources

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That's about sustainability





That's about me



Source: private



Learning goals / outcome

Learning outcome 1:

Describe the diverse nature of contemporary practices of sustainability communication on an individual, organizational and societal level, the relationship of strategic communication practices to other public communication practices, the role of stakeholders and publics and the communication practitioners in and outside of organizations (corporate, NGO, political and educational institutions etc.)

Learning outcome 2:

Develop comprehensive and well-founded knowledge in sustainability communication as field of study, an understanding of how other disciplines relate to the field and an international perspective on the field.

Learning outcome 3:

Understand the key elements of communication theories, strategies and tactics, and, thus, the character and operationalization of best practice sustainability communication planning frameworks.

Learning outcome 4:

Advance your understanding of social and civic responsibility and develop an appreciation of the philosophical and social context of sustainability communication. Advance your knowledge and respect of ethics and ethical standards in relation to communication of, about and for sustainability.

Learning outcome 5:

Anticipate and Interpret current issues and challenges of a world in transformation and social change. Develop a deep understanding of and skills to create change, develop advocacy, leadership and authorship in and for sustainability communication.



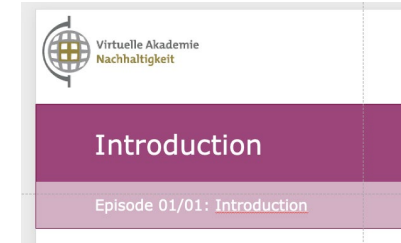
The course

01_ Introduction	• 2 episodes: Course Overview & Introduction
02_Disciplines / key terminology	• 4 episodes
03_ Theories & perspectives	• 4 episodes
04_ Sustainability communication as field of research	• 4 episodes
05_Dialogue: Social Change	• Dialogue
06_Communication of Sustainability	• 4 episodes
07_Communication about Sustainability	• 4 episodes
08_Communication for Sustainability	• 4 episodes
09_Outlook	• 1 episode
10_Dialogue: Employability / research perspectives	• Dialogue



Elements of the course

- Lectures (episodes)
- Additional information, material, links etc. on platform / related to episode
- Videos / dialogues / impulses
- Social media (twitter: Franzisca_weder; tiktok: culturesofsustainability; facebook: iSustain group)



Source: private



Elements of the course

Episodes

- start with an overview of all episodes within a lecture unit
- talk about the learning outcomes of the specific episode
- offer a lot of information & content and
- include an outlook & connection to the next episode
- end with reflective questions and sometimes additional texts, material or links.



Most important books

- „The Sustainability Communication Reader. A Reflective Compendium“ by Franzisca Weder, Larissa Krainer and Matthias Karmasin
- „Sustainability Communication. Interdisciplinary Perspectives and Theoretical Foundations“ by Jasmin Godemann and Gerd Michelsen
- „Communicating Sustainability“ by Margaret Robertson
- „Strategic Communication for Sustainable Organizations. Theory and Practice“ by Myria Allen



Other important sources of information

- „The Handbook of International Trends in Environmental Communication“ by Bruno Takahashi, Julia Metag, Jagadish Thaker, Suzannah Evans Comfort
- „Environmental Communication“ Journal of the International Environmental Communication Association
- „JCOM“ Journal of Science Communication
- „The Oxford Handbook of the Science of Science Communications“ by Kathleen Hall Jamieson, Dan M. Kahan, Dietram A. Scheufele
- “Culture in, for and as Sustainable Development. Conclusions from the Cost Action IS1007 investigating Cultural Sustainability” by Joost Dessein, Katriina Soini, Graham Fairclough, Lummina Horlings



Get a first feeling ...



Source: private

...for Sustainability Communication (Intro/episode 2)