

Environmental Communication

(lecturer Emil Šterbenk, DSc.)

Subject code: OK

Academic year: 2.

Lectures (number of lessons): 30

Tutorials (number of lessons): 20

ECTS: 5

Aims of the course:

The students will be acquainted with the basics of communication or public relations (history and development, methods and types of communication, communication tools). The basics will be upgraded with peculiarities of environmental communication (a sociological, environmental and legal aspect adjusted to communication tools). Based on lectures and preparation of individual tasks the students will learn how to prepare an offer, a proposal for managing environmental communication equipped with basic elements (starting points, problems/ issues of a particulate customer, a platform of an overall graphic image, a choice of communication tools and channels, a time schedule and financial plan, and a proposal on available methods used for checking marketing campaign. During tutorials the students will test in practice individual communication tools (preparation of the content and the design bases for print media, posters, jumbo posters, billboards, and preparation and implementation of public presentations, press conferences, the content base for websites, writing scenarios for radio and TV commercials, advertorials, etc.) They will learn about the ethics of environmental communication, the latest trends of corporate relations toward natural and social environmental (environmental and social responsibility and significance of such approaches to be used for establishing successful environmental communication.

Subject content:

1. Theoretical background on public communication
2. Environmental communication
3. Preparation of communication plans incorporating the knowledge of basic elements
4. Case studies of environmental communication
5. Ethics of environmental communication, social and environmental responsibility

Teaching methods:

lectures, tutorials, field work, seminar work

Study obligations:

tutorials, field work, seminar paper and oral exam

Literature

Aarhuška konvencija - Aarhus Convention (various online sources) <https://theieca.org/what-environmental-communication>

Olivera Baćović Dolinšek: 9 korakov učinkovitega komuniciranja - pot prosvetljenstva (*9 Steps towards Effective Communication - Path to Enlightenment*) .Informa Echo 2007.

Cox, R: Environmental Communication and the Public Sphere. Third Edition.SAGE Publications, Inc., 2013

Zakon o varstvu okolja (*Environmental Protection Act*) (Official Journal of the RS, No. 41/04, 20/06, 39/06, 70/08, 108/09, 48/12, 57/12, 92/13)

Dokumentacija javnih razpisov za obveščanje javnosti o infrastrukturnih projektih (splet) (*Documentation of public tenders to inform the public about infrastructure projects - online sources*)