

## Module Information

2022.01, Approved

### Summary Information

|                     |  |
|---------------------|--|
| Module Code         | 7515CATSCI                                   |
| Formal Module Title | Communicating Transformational Social Change |
| Owning School       | Biological and Environmental Sciences        |
| Career              | Postgraduate Taught                          |
| Credits             | 15   |
| Academic level      | FHEQ Level 7                                 |
| Grading Schema      | 50   |

### Teaching Responsibility

|                                   |
|-----------------------------------|
| LJMU Schools involved in Delivery |
| LJMU Partner Taught               |

### Partner Teaching Institution

|                                   |
|-----------------------------------|
| Institution Name                  |
| Centre for Alternative Technology |

### Learning Methods

| Learning Method Type | Hours |
|----------------------|-------|
| Lecture              | 15    |
| Practical            | 10    |
| Seminar              | 5     |

### Module Offering(s)

| Display Name | Location | Start Month | Duration Number Duration Unit |
|--------------|----------|-------------|-------------------------------|
| APR-PAR      | PAR      | April       | 12 Weeks                      |

## Aims and Outcomes

|      |  |
|------|--|
| Aims | a) Examine the role of communication and engagement strategies in relation to public perceptions of risk and supporting behaviour change towards a more sustainable society. b) Critically appraise historical successes in communication and engagement within transformational social behavioural change c) Evaluate modern communication strategies available for addressing current environmental challenges. d) Increase ability to foster behavioural change towards sustainability and transformational adaptation. |
|------|--|

**After completing the module the student should be able to:**

### Learning Outcomes

| Code | Number | Description   |
|------|--------|---|
| MLO1 | 1      | Make informed judgements through critical analysis of the importance of communication and engagement strategies in supporting society in transformational social change and how they interact with public perceptions of risk |
| MLO2 | 2      | Critically evaluate communication strategies needed for addressing current environmental challenges   |
| MLO3 | 3      | Analyse the role of participation and leadership in transformational social   |
| MLO4 | 4      | Enhance understanding and engagement amongst an audience, through the effective communication of a required social behavioural change to a given environmental problem  |

## Module Content

|                        |   |
|------------------------|---|
| Outline Syllabus       | Public understanding and responses to environmental challenges and risks. Communications in Environmental Campaigns and movements. Communicating environmental and sustainability science. Public engagement and Public Policy. Creative and interdisciplinary approaches to communicating environmental issues and transformational needs e.g. arts, narratives, and celebrity, technology and digital responses. Education and behaviour change. Engaging with diversity. Participation and leadership in transformational change. Action Research within the communications sphere |
| Module Overview        |   |
| Additional Information | Indicative References: Cox, R & Pezullo, P (2016) Environmental Communication and the Public Sphere Palgrave Macmillan Whitmarsh, L., O'Neill, S. and Lorenzoni, I (Eds) (2010) Engaging the public with climate change: behaviour change and communication, Earthscan Priest, S (2016) Communicating Climate Change: The Path Forward Palgrave Studies in Media and Environmental Communication Palgrave Macmillan UK Corner, A & Clarke, J (2017) Talking Climate: From Research to Practice in Public Engagement Palgrave Macmillan  |

## Assessments

| Assignment Category | Assessment Name            | Weight | Exam/Test Length (hours) | Module Learning Outcome Mapping |
|---------------------|----------------------------|--------|--------------------------|---------------------------------|
| Report              | Communication Intervention | 100    | 0                        | MLO1, MLO2, MLO3, MLO4          |

## Module Contacts

Module Leader

| Contact Name | Applies to all offerings | Offerings |
|--------------|--------------------------|-----------|
| Colm Bowe    | Yes                      | N/A       |

**Partner Module Team**

| Contact Name | Applies to all offerings | Offerings |
|--------------|--------------------------|-----------|
|--------------|--------------------------|-----------|