

ESM 249 - Environmental Persuasion in Action

Winter 2017

Instructor: Matthew Potoski ([mpotoski@bren.ucsb.edu](mailto:mpotoski@bren.ucsb.edu))

Office hours: Wed, 1:00-2:30 and by appointment

Overview: In this course we will explore how communications influences peoples' environmental behavior. The course will consist of classroom lectures and discussion sessions covering topics on environmental psychology, persuasion, and framing, all with a focus on public media and communication. Students will then design a concept plan for an environmental communications campaign, drawing on the material from class. The class will conclude with a wrap up session in which students will share present and discuss their communication plans.

Student responsibilities for the course include attending all class sessions, participating in class discussions, reading assigned material and completing the assignments.

Schedule: (see GauchoSpace)

Assignment:

- 2 memos, 10%
- First assignment: 5%
- Story assignment: 15%
- Peer feedback assignment: 5%
- 15% in-class participation
- 40% paper and presentation

Students are expected to read the assigned articles and/or chapters and come to each lecture session prepared to discuss the material. Assignments are to be uploaded to GauchoSpace course site before 8:00 am the day of the lecture sections. Students will work in groups of ~3 to write a 8 page paper that 1) identifies an environmental cause organization (e.g., Ducks Unlimited) , 2) identifies a persuasion goal for that organization (more donations), 3) identifies a target audience and 4) proposes a persuasive messaging strategy, drawing on the ideas covered in class.