SYNOPSIS

Concern about environmental issues is fuelling vigorous policy debates. These debates raise questions concerning the social and ethical limits of technology, the role of science in decision-making, and the development of a just and sustainable world. From a communication perspective, the environment question can be viewed in terms of how the knowledge, values and opinions underlying current debates are socially constructed. What changes in social values are manifest in the environment debates? What forums and institutions provide the communicative conditions for information and discussion to take place? This course will address these questions.

OBJECTIVES

On successful completion of this course students will be able to:

1. identify the ideological factors which naturalise and legitimate environmentally negative practices.
2. analyse the ways these ideological factors constrain the terms in which environmental issues are debated.
3. identify rhetorical strategies with the potential to transform the terms in which environmental disputes are cast.
4. critically examine their own ideological heritage with respect to its environmental impact.

TOPICS

<table>
<thead>
<tr>
<th>Description</th>
<th>Weighting (%)</th>
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</thead>
<tbody>
<tr>
<td>The social construction of knowledge: disciplinary discourses and social values.</td>
<td>25.00</td>
</tr>
<tr>
<td>A communications perspective on the representational structuring of ideology in language and the media.</td>
<td>30.00</td>
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</table>
TEXT and MATERIALS required to be PURCHASED or ACCESSED

ALL textbooks and materials are available for purchase from USQ BOOKSHOP (unless otherwise stated). Orders may be placed via secure internet, free fax 1800642453, phone 07 46312742 (within Australia), or mail. Overseas students should fax +61 7 46311743, or phone +61 7 46312742. For costs, further details, and internet ordering, use the 'Textbook Search' facility at http://bookshop.usq.edu.au click 'Semester', then enter your 'Course Code' (no spaces).

Some internet access will be required for official/government websites for data, and also for downloading some readings. * NOTE: For those who have NO such access please contact the lecturer prior to enrolling to see if alternatives can be arranged.


Hager, N & Burton, B 1999, *Secrets & lies: the anatomy of an anti-environmental PR campaign*, Craig Potton Publishers, NZ. (This book is out of print and will be reproduced by USQ for sale in the Bookshop.)

REFERENCE MATERIALS

Reference materials are materials that, if accessed by students, may improve their knowledge and understanding of the material in the course and enrich their learning experience.


STUDENT WORKLOAD REQUIREMENTS

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>HOURS</th>
</tr>
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<tbody>
<tr>
<td>Directed Study</td>
<td>100.00</td>
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<tr>
<td>Private Study</td>
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ASSESSMENT DETAILS

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<tr>
<th>Description</th>
<th>Marks out of</th>
<th>Wtg(%)</th>
<th>Due date</th>
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<tr>
<td>JOURNAL 1</td>
<td>15.00</td>
<td>15.00</td>
<td>19 Aug 2005</td>
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<tr>
<td>PROJECT PROPOSAL</td>
<td>15.00</td>
<td>0.00</td>
<td>09 Sep 2005</td>
</tr>
<tr>
<td>JOURNAL 2</td>
<td>15.00</td>
<td>35.00</td>
<td>28 Oct 2005</td>
</tr>
<tr>
<td>MEDIA ANALYSES</td>
<td>15.00</td>
<td>20.00</td>
<td>28 Oct 2005</td>
</tr>
<tr>
<td>DECISION ANALYSES</td>
<td>15.00</td>
<td>30.00</td>
<td>28 Oct 2005</td>
</tr>
</tbody>
</table>

IMPORTANT ASSESSMENT INFORMATION

1 Attendance requirements:
   There are no attendance requirements for this external course. However, it is the students' responsibility to study all material provided to them or required to be accessed by them
to maximise their chance of meeting the objectives of the course and to be informed of course-related activities and administration.

2 Requirements for students to complete each assessment item satisfactorily:
To complete each of the assessment items satisfactorily, students must obtain at least a grade of C- for each assessment item.

3 Penalties for late submission of required work:
If students submit assignments after the due date without prior approval, then a penalty of 10% of the total marks available for the assignment will apply for each of the first FIVE working days late, after which a zero mark will be given.

4 Requirements for student to be awarded a passing grade in the course:
To be assured of receiving a passing grade a student must submit all of the summative assessment items and achieve at least a C- for each item.

5 Method used to combine assessment results to attain final grade:
The final grades for students will be calculated by aggregating the weighted result for each summative assessment item.

6 Examination information:
There is no exam for this course.

7 Examination period when Deferred/Supplementary examinations will be held:
Given the details under (6) above, there are no deferred exams for this course. However, if any deferred/makeup work is granted, it would have to be submitted by a date set by the examiner.

8 University Regulations:
Students should read USQ Regulations 5.1 Definitions, 5.6. Assessment, and 5.10 Academic Misconduct for further information and to avoid actions which might contravene University Regulations. These regulations can be found at the URL http://www.usq.edu.au/corporateservices/calendar/part5.htm or in the current USQ Handbook.

ASSESSMENT NOTES

9 (a) The due date for an assignment is the date by which a student must despatch the assignment to the USQ. The onus is on the student to provide proof of the despatch date, if requested by the Examiner. (b) Students must retain a copy of each item submitted for assessment. This must be produced within five days if required by the Examiner. (c) In accordance with University's Assignment Extension Policy (Regulation 5.6.1), the examiner of a course may grant an extension of the due date of an assignment in extenuating circumstances such as documented ill-health. (d) Students who have undertaken all of the required assessments in the course but who have failed to meet some of the specified objectives of the course within the normally prescribed time may be awarded the temporary grade: IM (Incomplete-Makeup). An IM grade will only be awarded when, in the opinion of the examiner, a student will be able to achieve the remaining objectives of the course after a period of non-directed personal study. (e) Students who, for medical, family/personal, or employment-related reasons, are unable to complete an assignment or sit for an examination at the scheduled time, may apply to defer an assessment in the course. Such a request must be accompanied by appropriate supporting documentation. One of the following temporary grades may be awarded: IDS (Incomplete - Deferred Examination; IDM (Incomplete Deferred Make-up); IDB (Incomplete - Both Deferred Examination and Deferred Make-up).
OTHER REQUIREMENTS

1 Students may need to interview the people involved in the decision they choose for their Decision analysis. The interview techniques must meet University ethical requirements and the examiner must be satisfied that these are met.