Description: Greenwash and Spin: Environmental Discourses

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<th>Subject</th>
<th>Cat-nbr</th>
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<th>Term</th>
<th>Mode</th>
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Academic group: FOART
Academic org: FOA004
Student contribution band: 1
ASCED code: 100700

STAFFING
Examiner: Karey Harrison
Moderator: Bruce Horsfield

SYNOPSIS
Public concern about environmental issues is increasing, but these concerns are not fully reflected in policy debate or implementation. Environmental concerns 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. This course will examine the social construction of the knowledge, values and opinions underlying current debates. 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, and what economic, social, and institutional obstacles do they impose on the realisation of environmental sustainability?

OBJECTIVES
On 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>
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<th>Description</th>
<th>Weighting (%)</th>
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<tr>
<td>1. The social construction of knowledge: disciplinary discourses and social values</td>
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2. A communications perspective on the representational structuring of ideology in language and the media. 30.00

3. Values, institutional practices, and environmental impact. 45.00

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.


(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>
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<tr>
<td>Directed Study</td>
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<td>Private Study</td>
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ASSESSMENT DETAILS

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<th>Marks out of</th>
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<td>JOURNAL 1</td>
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<td>15.00</td>
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<td>PROJECT PROPOSAL</td>
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<td>JOURNAL 2</td>
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<td>35.00</td>
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<tr>
<td>MEDIA ANALYSES</td>
<td>15.00</td>
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<td>DECISION ANALYSES</td>
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<td>30.00</td>
<td>28 Oct 2005</td>
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IMPORTANT ASSESSMENT INFORMATION

1. Attendance requirements:
There are no attendance requirements for this external course. However, it is the student's 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 despatched to USQ within 24 hours if requested 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 If assignments in the course require the use of surveys, interviews, etc., students should be aware of the University and Faculty of Arts ethical requirements/guidelines. (The course syllabus distributed to students in the first week of teaching provides this information.)