

15-COMM-467-001 04-A
ENVIRONMENTAL COMMUNICATION
PRE-REQ: comm. major status or instr. permission
depoesp@email.uc.edu
(401 Rhetorical Theory recommended)

Prof. Steve Depoe
601A TC 556-4459

OH: 12-2pm WF

TEXTS: Environmental communication reading packet. Available from Corporate Printing.

PURPOSE. The purpose of this course is to provide students with an in-depth understanding of topics related to the emerging field of environmental communication. Specifically, the course will cover: a) the constitutive and instrumental dimensions of environmental communication; and b) the rhetorical history of the American environmental movement, including case studies of key moments in that history, as well as efforts by anti-environmental forces to quash the movement. Students will be expected to complete a number of in-class and homework assignments related to course readings; and complete an in-class final exam.

GRADING. Student grades will be determined based on performance in completing the following:

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|-----------------------------------|------------|
| HOMEWORK/QUIZZES/ACTIVITIES | 50% |
| FINAL EXAM (open book, open note) | <u>50%</u> |
| TOTAL | 100% |

HOMEWORK AND OTHER ASSIGNMENTS MUST BE TYPED AND TURNED IN ON TIME TO RECEIVE CREDIT. NO LATE WORK WILL BE ACCEPTED. NO SUBSTITUTE OR EXTRA-CREDIT ASSIGNMENTS WILL BE ACCEPTED.

ATTENDANCE. Attendance is **strongly** encouraged, since the instructor will cover material that is not in the texts. Credit for quizzes and in-class participation activities cannot be made up.

PLAGIARISM/CHEATING. Any student who knowingly uses another work (publication, etc.) as if it were his/her own work, or any student who knowingly gives to another students his/her work for class assignments, will fail the course.

WITHDRAWALS/INCOMPLETES. Students wishing to file "W" or "I" grades must meet with the instructor prior to any final action. Conditions for completing work will be set by the instructor.

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**ENVIRONMENTAL COMMUNICATION DEPOE
CALENDAR OF ACTIVITIES**

R—Reading Packet BLACK—available on BLACKBOARD

| DATE | TOPIC | READING |
|-------------|---|---|
| W 9/22 | Class introduction; defining terms | |
| F 9/24 | Environmental issues in Cincinnati | |
| M 9/27 | Symbolic and material dimensions of environmental communication | Oravec (2004) [R] |
| W 9/29 | Symbolic and material dimensions of environmental communication | Cantrill & Oravec (1996)[R]; Herndl & Brown (1996)[R]; Burke (1968) [handout] |
| F 10/1 | Environmental world-views | Leopold (1949)[handout]; Hardin (1968)[R]; Duvall & Sessions (1985) [R] |
| M 10/4 | Guest presentation: Clayton Daughenbaugh, Sierra Club National Conservation | TBA |
| W 10/6 | The “public sphere” and the “environet”: A theoretical framework | O’Brien (1999)[handout]; Goodnight (1987) [R]; Myerson & Rydin (1996)[R] |
| F 10/8 | World-views, the environet, and the ANWR debate VIDEO: “Arctic Quest” | TBA |
| M 10/11 | Symbolic constructions of nature | Cronon (1996), fwd, Ch. 1[R] |
| W 10/13 | Enviro comm. and persuasion—overview of literature | Cantrill (1993)[R] |
| F 10/15 | Enviro comm. and persuasion—sense of place | Cantrill (1998) [R] |
| M 10/18 | Enviro comm. and self: role of culture | Carbaugh (1996)[R] |
| W 10/20 | UC MAIN STREET as a place | TBA |
| F 10/22 | Origins of American enviro movement VIDEO: The wilderness idea | FAR, Chs. 1-4 [BLACK]; Mertig (2002) [BLACK] |
| M 10/25 | Case study: Hetch Hetchy controversy | FAR, Ch. 5 [BLACK]; Oravec (1984) [R]; Thoreau (1862)[R]; Muir (1901) [R]; Roosevelt (1901) [R] |
| W 10/27 | Case study: Rachel Carson’s <u>Silent spring</u> VIDEO: Rachel Carson’s <u>Silent spring</u> | FAR, Ch. 6 [BLACK]; Brooks (2000)[R]; Carson (1962)[R] |
| F 10/29 | Industry responds | “The desolate year” (1962)[R] Waddell (2000)[R] |
| M 11/1 | From Love Canal to Earth Day and beyond: American environmental policy | Graham (2000)[BLACK]; Kraft & Vig (2003) [R] |

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| | apparatus | |
| W 11/3 | From government lobbying to toxic activism | FAR, Ch. 7[BLACK] ; Gottlieb (1993)[R] |
| F 11/5 | Case study: Love Canal VIDEO: Love Canal | TBA |
| M 11/8 | Expanding opportunities for public participation | Arnstein (1969)[R]; Connor (nd) [handout]; Fiorino (1990)[R] |
| W 11/10 | Case study: Fernald | Depoe (2004)[R] |
| F 11/12 | NO CLASS | |
| M 11/15 | Environmental justice: An overview Toxic tours | Principles (1991) [handout]; Bullard (1993)[R]; Pezzullo (2004) [R] |
| W 11/17 | VIDEO: Environmental justice in Cincinnati | TBA |
| F 11/19 | Case study: Earth First! and the radical fringe | Foreman (1991)[R]; Heller (1994)[R] |
| M 11/22 | VIDEO: "Pickaxe" | TBA |
| W 11/24 | Discuss "Pickaxe" | TBA |
| F 11/26 | NO CLASS--THANKSGIVING | |
| M 11/29 | The wise-use movement and the anti-environmentalist paradigm shift | FAR, Chs. 8-9 [101-32]; Beder (2002)[R]; Rowell (1996)[R] |
| W 12/1 | Greenwashing | Corbett (2002)[R]; Depoe (1991)[R] |
| F 12/3 | Review for final exam | |
| F 12/10 1:30-3:30pm | FINAL EXAM (OPEN-BOOK, OPEN-NOTE) | |

- Cantrill, J. G. (1993). Communication and our environment: Categorizing research in environmental advocacy. Journal of Applied Communication Research, 21, 66-95. ISSN#: 0090-9882 (26 pages)
- Cantrill, J. G. (1998). The environmental self and a sense of place: Communication foundations for regional ecosystem management. Journal of Applied Communication Research, 26, 301-18. ISSN#: 0090-9882 (18 pages)
- Carbaugh, D. (1996). Naturalizing communication and culture. In Cantrill, J. G., & Oravec, C. L. (Eds.), The symbolic earth: Discourse and our creation of the environment (pp. 38-57). Lexington: University of Kentucky Press. ISBN#: 0-8131-0883-7 (20 pages)
- Oravec, C. (1984). Conservation vs. preservationism. The “public interest” in the Hetch Hetchy controversy. Quarterly Journal of Speech, 70, 444-58. ISSN#: 0033-5630 (15 pages)
- Thoreau, H. D. (1862). Walking. Reprinted in Benton, L. M., & Short, J. R. (Eds.) (2000), Environmental discourse and practice: A reader (pp. 93-95). Malden MA: Blackwell. ISBN#: 0631216367 (3 pages)
- Muir, J. (1901). A voice for wilderness. Reprinted in Benton, L. M., & Short, J. R. (Eds.) (2000), Environmental discourse and practice: A reader (pp. 102-04). Malden MA: Blackwell. ISBN#: 0631216367 (3 pages)
- Roosevelt, T. (1901). Conservation, protection, reclamation, and irrigation. Reprinted in Benton, L. M., & Short, J. R. (Eds.) (2000), Environmental discourse and practice: A reader (pp. 110-13). Malden MA: Blackwell. ISBN#: 0631216367 (4 pages)
- Waddell, C. (Ed.) (2000). And no birds sang: Rhetorical analyses of Rachel Carson’s Silent Spring (pp. xi-xviii, 1-16). Edwardsville: Southern Illinois U. Press. ISBN#: 0-8093-2219-6 (24 pages)
- Carson, R. (1994/1962). Silent spring (pp. 1-37). Boston: Houghton-Mifflin. ISBN#: 0395683297 (37 pages)
- “The desolate year” (1962, October). Monsanto Magazine, 4-9. no copyright information (6 pages)
- Vig, N. J., & Kraft, M. E. (Eds.) (2003). Environmental policy: New directions in the 21st Century (pp. 1-32). Washington, D. C.: CQ Press. ISBN#: 1568026986 (32 pages)

- Gottlieb, R. (1993). Forcing the spring: the transformation of the American environmental movement (pp. 162-204). Washington, D. C.: Island Press. ISBN#: 1559631236 (43 pages)
- Arnstein, S. R. (1969). A ladder of citizen participation. Journal of the American Institute of Planners, 35, 216-24. ISSN#: 0002-8991 (9 pages)
- Fiorino, D. J. (1990). Citizen participation and environmental risk: A survey of institutional mechanisms. Science, Technology, & Human Values, 15, 226-43. ISSN#: 0162-2439 (18 pages)
- Depoe, S. P. (2004). Public involvement, civic discovery, and the formation of environmental policy: A comparative analysis of the Fernald Citizens Task Force and the Fernald Health Effects Subcommittee. In Depoe, S. P., Delicath, J. W., & Aepli, M. F. (Eds.), Communication and public participation in environmental decision making (pp. 157-73). Albany: SUNY Press. ISBN#: 0-7914-6023-1 (17 pages)
- Bullard, R. D. (Ed.) (1993). Confronting environmental racism: Voices from the grassroots (pp. 7-39). Boston, MA: South End Press. ISBN#: 0896084477 (33 pages)
- Pezzullo, P. C. (2004). Toxic tours: Communicating the “presence” of chemical contamination. In Depoe, S. P., Delicath, J. W., & Aepli, M. F. (Eds.), Communication and public participation in environmental decision making (pp. 235-54). Albany: SUNY Press. ISBN#: 0-7914-6023-1 (20 pages) (20 pages)
- Foreman, D. (1991). Confessions of an eco-warrior (pp. 25-35). New York: Harmony Books. ISBN#: 051758123X (11 pages)
- Heller, L. K. (1994). The rhetoric of ecotage: Earth First! and the language of violence. Speaker and Gavel, 31, 50-67. ISSN#: 0584-8164 (18 pages)
- Beder, S. (2002). Global spin: The corporate assault on environmentalism (pp. 15-25, 47-62). White River Junction, VT: Chelsea Green. ISBN#: 1931498083 (27 pages)
- Rowell, A. (1996): Green backlash: Global subversion of the environmental movement (pp. 126-56). London: Routledge. ISBN#: 0415128277 (31 pages)
- Meister, M., & Japp, P. M. (Eds.) (2002). Enviropop: Studies in environmental rhetoric and popular culture (pp. 141-60). Westport, CT: Praeger. ISBN#: 0275969282 (20 pages)
- Depoe, S. P. (1991). Good food from the good earth: McDonald’s and the commodification of the environment. In Parson, D. W. (Ed.), Argument in

- controversy: Proceedings of the 7th SCA/AFA conference on argumentation (pp. 334-41). Annandale VA: Speech Communication Association. Not copyrighted. (8 pages)
- O'Brien, R. (1999). Civil society, the public sphere, and the internet. On-line paper.
Available: [http: www.web.net/~robrien/papers/civsoc.html]
- Delicath, J. W., & DeLuca, K. M. (2003). Image events, the public sphere, and argumentative practice: The case of radical environmental groups. Argumentation, 17, 315-33. ISSN#: 0920-427X (available on-line at <http://journals.ohiolink.edu/>) (19 pages)
- Burke, K. (1989). On symbols and society (pp. 53-55). Ed. Joseph Gusfield. Chicago: University of Chicago Press. ISBN#: 0-226-08077-3 (3 pages)
- Carbaugh, D. (1996). Situating selves: The communication of social identities in American scenes (pp. 157-90). Albany: SUNY Press. ISBN#: 0791428281 (34 pages)
- Graham, M. (1999). The morning after Earth Day: Practical environmental politics (pp. 27-50). Washington, D. C.: Brookings. ISBN#: 0815732368 (24 pages)
- Shabecoff, P. (1993). A fierce green fire: The American environmental movement (pp. 3-76). New York: Hill and Wang. ISBN#: 0809084597 (74 pages)
- Cronon, W. (Ed.) (1996). Uncommon ground: Rethinking the human place in nature (pp. 69-90). New York: Norton (paperback edition). ISBN#: 0393315118 (22 pages)
- Sale, K. (1995). The green revolution: The American environmental movement, 1962-1992 (pp. Boulder CO: Westview Press. NOT GOING TO USE.
- Glazer, P. M., & Glazer, M. P. (1998). The environmental crusaders: Confronting disaster and mobilizing community (pp. xiii-xxvi, 1-24, 165-82). University Park: Penn State University Press. ISBN#: 0-271-01775-9 (56 pages)
- Gibbs, L. (1982). Love Canal—my story (pp. 1-46). Albany: SUNY Press. ISBN#: 0873955870 (46 pages)
- Connor, D. M. (1999). Stakeholder versus public participation. On-line paper.
Available: [http: www.connor.bc.ca/stakeholder.html]
- Applegate, J. S., & Sarno, D. J. (1996). Citizens get involved in cleaning up Fernald. Forum for Applied Research and Public Policy, 11, 122-24. ISSN#: 0887-8218 (3 pages)

- Depoe, S. P., & Duffield, J. J. (1997, February 21). Lessons from Fernald: Reversing NIMBYism through democratic decision-making. EPA Risk Policy Report, 31-34. no copyright information (4 pages)
- Pezzullo, P. C. (2001). Performing critical interruptions: Stories, rhetorical invention, and the environmental justice movement. Western Journal of Communication, 65, 1-25. ISSN#: 1057-0314 (25 pages)
- Waddell, C. (Ed.) (1998). Landmark essays on the rhetoric and the environment (pp. 107-24). Mahwah, NJ: Hermagoras Press. ISBN#: 1-880393-28-x (18 pages)