

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

Module Contacts

Module Leader

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

Module Team Member

Contact Name	Applies to all offerings	Offerings
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Partner Module Team

Contact Name	Applies to all offerings	Offerings
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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)

Offering Code	Location	Start Month	Duration
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.
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Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	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	Critically evaluate communication strategies needed for addressing current environmental challenges
MLO3	Analyse the role of participation and leadership in transformational social
MLO4	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)	Learning Outcome Mapping
Report	Communication Intervention	100	0	MLO1, MLO3, MLO4, MLO2