

Government Degree College (Autonomous), Baramulla

Semester: 8th

Major

Mass Communication and Multimedia Production

Environmental Journalism

Course Code MCMC2822M

Credits: 6 (4 Theory + 2 Lab)

Contact Hours (64 Hours + 64 Hours)

Course Objectives

This course aims to:

1. Provide students with an understanding of the evolution, significance, and practice of environmental journalism.
2. Introduce students to key environmental issues, communication theories, and journalistic practices in environmental contexts.
3. Equip students with the skills to report, write, and produce compelling multimedia stories on environment-related topics.
4. Familiarize students with laws, policies, ethics, and global debates concerning environmental journalism.
5. Encourage critical thinking about the media's role in shaping public discourse on environmental and climate concerns.

Learning Outcomes

Upon successful completion of the course, students will be able to:

1. Explain the history, scope, and challenges of environmental journalism.
2. Identify and critically analyze environmental issues in the context of mass media.
3. Apply journalistic principles to research, report, and communicate environmental stories effectively.
4. Use digital and multimedia tools to produce impactful environmental journalism projects.
5. Demonstrate awareness of environmental laws, policies, and ethics guiding journalistic practices.

Part I – Theory (4 Credits)

Unit I: Foundations of Environmental Journalism

- Definition, nature, and scope of environmental journalism
- Historical evolution: Global and Indian contexts
- Role of media in environmental awareness, education, and activism
- Characteristics of environmental stories: complexity, uncertainty, advocacy

Unit II: Environmental Communication and Theoretical Frameworks

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- Introduction to environmental communication
- Key theories: Agenda-setting, Framing, Media Dependency, Eco-criticism
- Development communication and sustainability
- Science and risk communication in environmental reporting

Unit III: Reporting and Writing on Environmental Issues

- Identifying environmental stories: sources and field reporting
- Journalistic forms: news reports, features, editorials, investigative stories
- Writing skills: clarity, accuracy, balance, and scientific literacy
- Challenges in reporting: greenwashing, lack of data, political pressure

Unit IV: Media Platforms, Policy, and Ethics

- Environmental journalism across platforms: Print, TV, radio, digital, MoJo
- Multimedia storytelling: infographics, data visualisation, photo essays, podcasts
- Key Indian laws: Environment Protection Act, Forest Act, CRZ rules
- International protocols: UNFCCC, Paris Agreement, COP summits
- Ethics in environmental journalism: sensitivity, objectivity, advocacy, activism

Part II – Practicals (2 Credits)

1. **Multimedia Storytelling:** Create a short video, podcast or infographic on an ecological theme for digital platforms.
2. **Story Writing Assignment:** Write one news report and one feature (1000–1200 words) based on local or regional environmental issues.

Suggested Readings

1. Hansen, A. (2018). *Environment, Media and Communication*. Routledge.
2. Cox, R., & Pezzullo, P. (2016). *Environmental Communication and the Public Sphere* (4th ed.). Sage.
3. Lester, L. (2010). *Media and Environment: Conflict, Politics and the News*. Polity Press.
4. Bahadur, K. (2011). *Earth in Crisis: Environmental Issues in Print Media*. Har-Anand Publications.
5. Boykoff, M. (2011). *Who Speaks for the Climate? Media Reporting on Climate Change*. Cambridge University Press.
6. Ghosh, S. (2016). *Reporting Climate Change in Global North and South*. Peter Lang.
7. Neuzil, M. (2008). *The Environment and the Press: From Adventure Writing to Advocacy*. Northwestern University Press.
8. UNEP, IPCC Reports, Down To Earth Magazine, The Third Pole, Mongabay India.
9. Selected articles from *The Guardian*, *Scroll.in*, *CarbonCopy.in*, *The Wire: Science*, *EPW*.