

Bachelor in Communication Sciences and Culture (L-20)

<b>Course title:</b>	Sustainable Development Communication 'for, 'of' and 'about' Sustainability
<b>Course year:</b>	3 <sup>rd</sup>
<b>Semester:</b>	1 <sup>st</sup>
<b>Course Code:</b>	17270
<b>Scientific sector:</b>	SECS-P/06
<b>Lecturer:</b>	Claus Tully <a href="mailto:Claus.Tully@unibz.it">Claus.Tully@unibz.it</a>
<b>Module:</b>	No
<b>Lecturer other module:</b>	/
<b>Credit Points:</b>	6
<b>Total lecturing hours:</b>	45
<b>Total Hours of availability for students and tutoring:</b>	18
<b>Office hours:</b>	from Monday to Friday on request, Teams
<b>Attendance:</b>	according to the regulations
<b>Teaching Language:</b>	English
<b>Propaedeutic course:</b>	
<b>Course Description:</b>	<p>Sustainable Development (SD) has become a popular catchphrase in contemporary public discourse. The challenges provoked by climate change, Co2-Emissions, and biodiversity loss are broadly discussed in politics and media.</p> <p>What is the current situation, which concepts promise remedy, and how can solutions be implemented? Scientific knowledge, as well as practical implementation strategies, are required.</p>
<b>Specific educational objectives:</b>	<p>The lecture will contribute to the discourse on SD by explaining the paradigm and its implications for human thinking and actions and the pursuit of sustainable development.</p> <p>We shall have a look at actual problems and suggestions for their solutions. In political controversy, <i>technical innovations</i> are often presented as a solution to environmental problems (e.g. hydrogen, e-car, autonomous driving). Nevertheless, sustainability is <i>primarily a social and cultural project supported by changes in the environment, economy, and society.</i></p> <p>Therefore we address the role of media in the process of steps to a sustainable world. The tools are information and motivation for an alternative doing.</p> <p>Knowledge transfer is required and human behaviour has to be shaped for action (local, national and international) in the private sector and civil society. EU policy and initiatives are steering this</p>

	process by Legal acts (Directives, Decisions, Regulations, Recommendations, Declarations, Resolutions).
<b>List of topics covered:</b>	Sustainability; social sustainability; environmental sustainability. Knowledge corresponding Sustainability Development, history of SD, Risks Society, the role of media the distribution of knowledge, and the production of environmental effects, you should be able to discuss relevant interdependences of different activities (for example consumption vs. energy, land use, pollution). Subjects: Development Studies; Development Theory; Environment & the Developing World: sustainable development; sustainable development goals: economic The impact of mobility on CO- emissions
<b>Teaching format:</b>	Lectures, group exercises, discussions, audio-visual material
<b>Learning outcomes:</b>	The learning outcomes need to refer to the Dublin Descriptors: <ul style="list-style-type: none"> <li>• Knowledge and understanding, knowledge of basic concepts</li> <li>• Applying knowledge and understanding of definitions and programs of SD, ability to apply social-scientific approaches</li> <li>• Making judgments corresponding to SD, developing critical and interdependent thinking</li> <li>• Communication skills, to argue about relevant aspects, development of critical thinking</li> <li>• Learning skills, ability to apply new concepts and information to promote SD</li> </ul>
<b>Assessment:</b>	<ul style="list-style-type: none"> <li>• Students will have to explain what sustainability means (social sustainability; environmental sustainability).</li> <li>• They should be able to communicate about Development, the history of SD, Risks to Society, the role of media the distribution of knowledge, and the production of environmental effects, you should be able to discuss relevant interdependences of different activities (for example consumption vs. energy, land use, pollution). Subjects: Development Studies; Development Theory; Environment &amp; the Developing World: sustainable development; sustainable development goals: economic</li> </ul> <p>(a)</p> <ul style="list-style-type: none"> <li>• Attending students: course assessment will be based (a) on group in-class and in-class presentations (0,5 * 75%) plus essay (0,5 * 75%)</li> <li>• → total (a) 75% and a final (b) oral exam 25%</li> </ul> <p>(b)</p> <ul style="list-style-type: none"> <li>• Non-attending students = with less than 60% attendance</li> <li>• Non-attending students' course assessment will be based on a written test.</li> </ul>

<p><b>Evaluation criteria and criteria for awarding marks:</b></p>	<p>Evaluation criteria are:</p> <ul style="list-style-type: none"> <li>- Demonstration of comprehension and ability to apply definitions and concepts</li> <li>- Understanding of the logical structure of SD</li> <li>- Students should explain why SD is a relevant global problem</li> <li>- Differences between knowledge and doing</li> </ul> <p>Final mark:</p> <p>Relevant for the oral and written exam: the ability to evaluate, ability to argue, critical analysis skills, ability to summarize in one's own words, and reflection on concepts and programs</p>
<p><b>Required readings:</b></p>	<p><b>Basic readings</b></p> <p>Brinkman, R. (2016): <b>Introduction to Sustainability</b> Wiley-Blackwell</p> <p>Heinrich, H. et al. (2016): <b>Sustainable Science</b>, Springer</p> <p>Murnier, N (2017): Introduction to Sustainability, Routledge</p> <p>European Commission: <a href="#">Sustainable Development Goals (link)</a></p> <p>Dixson-Delève, S. et. al. (2022). <b>Earth for All</b>. A Survival Guide for Humanity. New Society Publishers</p>
<p><b>Supplementary readings:</b></p>	<p>Benn, S. (et.al) (2021) Sustainability. A key Idea for Business and Society, Routledge</p> <p>Fischer, D. Haucke, F. Sundermann, A. (2017): What Does the Media Mean by 'Sustainability' or 'Sustainable Development? an Empirical Analysis of Sustainability Terminology in German Newspapers. In: Sustainable Development (Sust. Dev. 25, 610–624 Published in Wiley Online Library)</p> <p>Luhmann, N. (2005): Risk: A sociological Theory, Routledge</p> <p>Beck, U. (1986): Risk society. Sage Publications</p> <p><i>Mobility and Communication</i></p> <p>Plaut, P.O. (1997): Telecommunication Vs. Transportation ACCESS Magazine, 1(10), .p. 21-25</p> <p><i>Mobility and Environment</i></p> <p>Tully/Alfaraz (2017): Youth and mobility. The lifestyle of the new generation as an indicator of a multi-local everyday life. In: Applied Mobilities 2(2):1-17</p> <p>Introduction to Sustainability Analytics, CRC Press</p> <p>Meyer, G. &amp; Shaheen, S. (ed) (2017): Disrupting Mobility. Impacts of Sharing Economy and Innovative. Springer</p>

	Kesselring, S. et.al. (2020): Sharing Mobilities Sharing Mobilities. New Perspectives for the Mobile Risk Society, Routledge
--	--