Bachelor in Communication Sciences and Culture (L-20)

Course title:	Sustainable Development Communication 'for, 'of' and 'about' Sustainability
Course year:	3rd
Semester:	1st
Course Code:	17270
Scientific sector:	SECS-P/06
Lecturer:	Claus Tully Claus.Tully@unibz.it
Module:	No
Lecturer other module:	/
Credit Points:	6
Total lecturing hours:	45
Total Hours of availability for students and tutoring:	18
Office hours:	from Monday to Friday on request, Teams
Attendance:	according to the regulations
Teaching Language:	English
Propaedeutic course:	
Course Description:	Sustainable development (SD) has become a popular buzzword in contemporary public discourse. The challenges posed by climate change, CO2 emissions and biodiversity loss are widely discussed in politics and the media. What is the current situation, what are the promising concepts and how can solutions be implemented? Both scientific knowledge and practical implementation strategies are needed.
Specific educational objectives:	The lecture will contribute to the discourse on SD by explaining the paradigm and its implications for human thinking and action and the pursuit of sustainable development. We will look at current problems and proposals for their solutions. In political controversies, technological innovations are often presented as solutions to environmental problems (e.g. hydrogen, electric cars, autonomous driving). However, sustainability is first and foremost a social and cultural project supported by environmental, economic and social changes. 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. 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

	process by Legal acts (Directives, Decisions, Regulations, Recommendations, Declarations, Resolutions).
List of topics covered:	Sustainability; Social sustainability; Environmental sustainability Knowledge relevant to sustainability Development, history of SD, risk society, role of media, dissemination of knowledge, production of environmental impacts, you should be able to discuss relevant interdependencies of different activities (e.g. consumption vs. energy, land use, pollution). Subjects: Development studies; Development theory; Environment & developing countries: sustainable development; Sustainable development goals: economic The impact of mobility on CO
Teaching format:	Lectures, group exercises, discussions, audio-visual material
Learning outcomes:	The learning outcomes must relate to the Dublin descriptors: • Knowledge and understanding, Knowledge of basic concepts • Application of knowledge and understanding of SD definitions and programmes, ability to apply social science approaches • Making judgements relevant to SD, developing critical and interdependent thinking • Communication skills, ability to argue about relevant aspects, development of critical thinking • - Learning skills, ability to apply new concepts and information to promote SD
Assessment:	• Students will have to explain what • sustainability means (social sustainability; environmental sustainability). • 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 & the Developing World: sustainable development; sustainable development goals: economic ***Non-attending students*** = *with less than 65%* attendance. The course assessment for non-attending students is based on a written test ***Attending students*** *(more then 65% attendance)*: The final mark will be based on • (a) Participation in group work in the lecture/seminar • (b) A short presentation (5-8 minutes) on a topic of your choice, followed by a written paper (4-5 pages) on the same topic as the presentation. • (a) + (b) = 60% of the total mark.

	• • (c) Written examination 40% of the total mark.
Evaluation criteria and criteria for awarding marks:	The assessment criteria are • Demonstration of understanding and ability to apply definitions and concepts • Understanding of the logical structure of SD • Students should be able to explain why SD is a relevant global and local issue. • Differences between knowing and doing Final mark: Relevant to the examination: ability to evaluate, ability to argue, critical analysis skills, ability to summarise in one's own words and reflection on concepts and programmes.
Required readings:	**Basic readings (Scope is specified)** Brinkman, R. (2016): **Introduction to Sustainability** Wiley-Blackwell Heinrich, H. et al. (2016): **Sustainable Science**, Springer Murnier, N (2017): Introduction to Sustainability, Routledge European Commission: **Sustainable Development Goals (link)** Dixson-Deléve, S. et. al. (2022**). Earth for All**. A Survival Guide for Humanity. New Society Publishers *Mobility and Communication* Plaut, P.O. (1997): Telecommunication Vs. Transportation ACCESS Magazine, 1(10), .p. 21-25 Alfaraz, C. & Tully, C.(2024) Mobilizing social transformation with technology. The shaping of social processes since the development of industrial society and beyond: innovation input and social processes (ID: 2346813 DOI:10.1080/13511610.2024.2346813)
Supplementary readings:	Benn, S. (et.al) (2021) Sustainability. A key Idea for Business and Society, Routledge Fischer, D. (et.al.) (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) Luhmann, N. (2005): Risk: A sociological Theory, Routledge Beck, U. (1986): Risk society. Sage Publications Tully, C. & Alfaraz, C. (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 Meyer, G. & Shaheen, S. (ed) (2017): Disrupting Mobility. Springer

	Divall, Colin: Mobilities and transport history p. 36ff, in: The Routledge Handbook of Mobilities, Edited by Peter Adey, et.al., Routlegde New York 2014
	Kesselring, S. et.al. (2020): Sharing Mobilities Sharing Mobilities. New Perspectives for the Mobile Risk Society, Routledge