

# C&J 339: RHETORIC AND THE ENVIRONMENT

Fall 2011

Tues. & Thurs. 3:30-4:45

C & J 258

**Dr. Judith Hendry, Instructor**

[jhendry@unm.edu](mailto:jhendry@unm.edu)

**Office: C & J 221**

**Office Hours: Tues. & Thurs., 11:00-12:15 and by appointment**

## Course Description

The study of environmental rhetoric examines the role that symbols play in establishing the meaning and value of nature and human's relationship to the natural world. The fundamental premise underlying scholarship in this field is that the way we communicate about the natural world influences, and to a large degree, determines how we perceive and treat the natural world. Placing environmental studies in the context of communication theories and perspectives allows for a broader understanding of the fundamentally social nature of our environmental problems. The topics we will be covering include environmental justice, environmental philosophies, environmental rhetoric, mass media and the environment, green marketing, and the role of activists and public participation in environmental decision-making.

## Required Textbook

Judith Hendry (2010). *Communication and the Natural World*. State College, PA: Strata Publishing, Inc.

## Course Requirements and Grading

The following graded assignments will be used to determine your final grade based on straight percentage of a possible 200 points. In addition to the graded assignments, students are expected to attend class, participate in classroom discussions and exercises, and keep up with the assigned readings.

6 quizzes @ 20 points each (lowest score is dropped)	100 points
Significant Issues Paper	30
Environmental Prophet Paper	30
Popular Culture & the Environment Paper	<u>20</u>
Total points	180

Grade scale:

180 - 176 = A+	143 - 138 = C+
175 - 169 = A	137 - 132 = C
168 - 162 = A-	131 - 126 = C-
161 - 156 = B+	125 - 120 = D+
155 - 150 = B	119 - 114 = D
149 - 144 = B-	113 - 108 = D-

## Description of Graded Assignments

Significant Issues Paper (30 points):

Option one: Chapter Two of the textbook offers a wide-ranging overview of contemporary environmental challenges, but it is far from all-inclusive and necessarily takes a broad look at the problems that we face. In this **2 to 3 page** paper you are asked to take a more detailed look at a specific case or issue that is not discussed in the book. For example, you might look at such topics as a particular endangered species (like orangutans in Borneo), or a specific practice (like shark finning or ship breaking), or a particular place with a problem (like the asbestos problem in Libby, Montana).

Option two: You may choose to look at a significant improvement or strides made toward remedying a particular environmental problem (like the successful recovery of an endangered species or a successful species reintroduction effort)

Option three: You may choose to look at a program or an innovation that shows promising potential (like a particular alternative-fuel vehicle, or Albuquerque's bicycle initiative.)

Papers should include **a minimum of 3 credible sources**, but additional outside research almost always adds a level of scholarship and credibility to your writing \*

The Environmental Prophet Paper (30 points):

Chapter Seven discusses a number of forms of prophetic rhetoric (apocalyptic, utopian, *a locus* of the irreparable, and jeremiadic) and gives you a number of tools of analysis that can be used to do your own rhetorical analysis. For this paper, you will need to find an essay or an article by a contemporary climate change prophet and discuss her or his rhetoric based on one of these prophetic forms. A short biography of your prophet should be included as well as actual examples of the prophet's rhetoric. This paper is expected to be **2 to 3 pages** in lengths. A **minimum of 3 credible sources** are required, but additional outside research almost always adds a level of scholarship and credibility to your writing.\*

Popular Culture and the Environment Paper (20 points):

Chapter Ten of the textbook discusses the messages about the natural world that are sent to us via advertising and Chapter Eleven introduces you to a number popular culture sites that influence how we view the natural world. In this **1 to 2 page** paper, you will select a pop culture site or artifact and discuss the messages about humans' relationship to the natural world that it sends using the tools of analysis discussed in these chapters. No outside sources are required, but outside research is encouraged.\*

### Quizzes (6 @ 20 points each):

There will be no mid-term or final exams, but there will be 6 quizzes covering the material in the reading packet, lectures, and class discussions. **There will be no make-up for missed quizzes.** However, the lowest score will be dropped and you may arrange to take a quiz prior to the class period in which it will be given if you know you will be unable to attend class that day.

\*All papers should follow APA source citation format.

\*Papers must be typed and attention should be paid to the crafting of the paper (e.g. typos, spelling, grammar, punctuation, sentence and paragraph structure, organization, etc.)

\*Please turn in all papers stapled and without plastic cover or folder. **No emailed papers, please.**

\*We will be discussing these assignments in more detail in class and you will be given ample opportunity to ask questions to insure that you understand the assignment and what is expected of you.

## **Policies**

Attendance: Because this course requires the students' involvement in class exercises and discussions, attendance is essential. Students are allowed **4 free absences**. After that, **3 points will be deducted for each absence** from the student's total points at the end of the semester. Attendance will be taken at the beginning of each class period and late arrivals are responsible for insuring that their name gets on the attendance sign-up sheet.

Graded Assignments: Students are expected to complete all assignments and turn them in by the beginning of the class period on the specified dates. Due dates for graded assignments are printed in **bold letters** on the daily course schedule. Points will be deducted for late submissions. **No emailed paper, please.**

ADA Accessibility: Qualified students with disabilities needing appropriate academic adjustments should contact me as soon as possible to ensure your needs are met in a timely manner. Handouts are available in alternative accessible formats upon request.

Diversity: This course encourages different perspectives related to such factors as gender, race, nationality, ethnicity, sexual orientation, religion, and other relevant cultural identities. This course seeks to foster understanding and inclusiveness related to such diverse perspectives and ways of communicating.

Ethics: The course emphasizes ethical practices and perspectives. Above all, students and instructors should strive to communicate and act, both in class interactions and in assigned coursework, in a manner directed by personal integrity, honesty, and respect for self and others. Included in this focus is the need for academic honesty by students as stated by the *UNM Pathfinder*. Students need to do original work and properly cite sources. For example, be aware of plagiarism—directly copying more than 3 or 4 words from another author without quoting (not just citing) the author is plagiarism. Further, course content will encourage ethical practices.

Daily Schedule: We will be following the course as it is outlined in the daily schedule. However, Dr. Hendry reserves the right to make minor adjustments to the schedule as necessary. Students will be given ample, fair notification of any necessary changes.

**Welcome to the Class!!!**

## Daily Schedule

<b>Date</b>	<b>Reading Assignment</b> (To be read for the corresponding class period)
<b>Aug.</b>	
T. 23	Introduction to the Course
Th. 25	Signs and Symbols <span style="float: right;">Chapter 1</span>
T. 30	Your Ecological Footprint <span style="float: right;">Chapter 2</span>
<b>Sept.</b>	
Th. 1	Significant Issues Reports
T. 6	Significant Issues Reports <b>Significant Issues Paper due</b>
Th. 8	<b>Quiz One (Chapters 1 &amp; 2)</b>
T. 13	Mainstream Environmental Perspectives <span style="float: right;">Chapter 3</span>
Th. 15	Radical Environmental Perspectives <span style="float: right;">Chapter 4</span>
T. 20	Catch-up and Review
Th. 22	<b>Quiz Two (Chapters 3 &amp; 4)</b>
T. 27	Introduction to Environmental Rhetoric <span style="float: right;">Chapter 5</span>
Th. 29	Aesthetic Rhetoric and the Natural World
<b>Oct.</b>	
T. 4	Myth and the Natural World
Th. 6	Image Events <span style="float: right;">Chapter 6</span>
T. 11	Rhetoric of Polarization
Th. 13	FALL BREAK—NO CLASS
T. 18	<b>Quiz 3 (Chapters 5 &amp; 6)</b>
Th. 20	Prophetic Rhetoric <span style="float: right;">Chapter 7</span>
T. 25	Modern-day Prophets
Th. 27	The Rhetoric of Risk, Science, & Technology <b>Environmental Prophet Paper Due</b> <span style="float: right;">Chapter 8</span>
<b>Nov.</b>	
T. 1	Prophet Reports
Th. 3	<b>Quiz 4 (Chapters 7 &amp; 8)</b>
T. 8	Environmental News Reporting <span style="float: right;">Chapter 9</span>
Th. 10	Green Advertising <span style="float: right;">Chapter 10</span>

T. 15	Pop Culture and the Environment	Chapter 11
Th. 17	NCA—NO CLASS!	
T. 22	<i>Grizzly Man</i> <b>Popular Culture &amp; the Environment Paper due</b>	
Th. 24	THANKSGIVING—NO CLASS!	
T. 29	<b>Quiz 5 (Chapters 9, 10, &amp; 11)</b>	
Dec.		
Th. 1	Public Participation in Environmental Decision-Making	Chapter 12
T. 6	Environmental Justice	Chapter 13
Th. 8	<b>Quiz 6 (Chapters 12 &amp; 13)</b>	
T. 13	FINALS WEEK! NO CLASS!	