

COURSE DETAIL

COMMUNICATING FOR SUSTAINABILITY AND RESPONSIBLE INNOVATION

Country

Netherlands

Host Institution

Wageningen University and Research Center

Program(s)

Wageningen University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Environmental Studies

UCEAP Course Number

121

UCEAP Course Suffix**UCEAP Official Title**

COMMUNICATING FOR SUSTAINABILITY AND RESPONSIBLE INNOVATION

UCEAP Transcript Title

SUSTAINBLE INNOVATN

UCEAP Quarter Units

5.00

UCEAP Semester Units

Course Description

Sustainability is the idea that development should not be at the expense of future generations, nor the planet. This course examines two challenges governing the implementation of sustainability. First, the challenge of communication is examined, students consider why sustainability issues are so difficult to communicate. Students also consider what strategies can be used to change individual and institutional behavior, how people can be empowered to fundamentally change their behavior to participate genuinely in a sustainable future, and what is the role of dialogue in that process. The course explores and scrutinizes theories aimed at communication for sustainability. Second, the challenge of responsibility is examined, asking how we should make responsible use of science and innovation for sustainability. Students engage with case studies of responsible innovation examining how innovation can be developed with and for society. This course adopts a “learning by doing” approach in which students are encouraged to think creatively and critically through group work. In groups, students learn how to critically evaluate and present a social science article on one aspect of the course. In addition, students learn the practical skills of communicating for sustainability an issue of their own choosing. Specifically, they learn how to develop a researchable question, how to translate this into a focus group design, how to recruit, moderate and analyze a focus group (with fellow students), and how to develop the analysis into a presentation and a write-up on a communication strategy for sustainability.

Language(s) of Instruction

English

Host Institution Course Number

CPT-22306

Host Institution Course Title

COMMUNICATING FOR SUSTAINABILITY AND RESPONSIBLE INNOVATION

Host Institution Campus

Environmental Sciences

Host Institution Faculty

Host Institution Degree

Host Institution Department

Communication Philosophy and Technology

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