

COURSE DETAIL

MEDIA AND SUSTAINABILITY COMMUNICATION

Country

Czech Republic

Host Institution

Charles University

Program(s)

Central European Studies

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Communication

UCEAP Course Number

112

UCEAP Course Suffix**UCEAP Official Title**

MEDIA AND SUSTAINABILITY COMMUNICATION

UCEAP Transcript Title

MEDIA&SUSTAIN COMM

UCEAP Quarter Units

2.50

UCEAP Semester Units

1.70

Course Description

This course provides interchanging discussions between media, communication, and sustainability issues. It examines sustainability issues in relation to media and communication theory to grasp strategies to encourage organizational or social behavior change. At the beginning of the semester, the course offers a theoretical framework of media and sustainability communication. Later in the course, students present a paper project on sustainability communication strategies in given sustainability issues.

Language(s) of Instruction

English

Host Institution Course Number

DE CUFA-JKB198

Host Institution Course Title

MEDIA AND SUSTAINABILITY COMMUNICATION

Host Institution Campus

Charles University

Host Institution Faculty

Social Sciences

Host Institution Degree

Host Institution Department

Marketing Communication and Public Relations

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