



College of Europe
Collège d'Europe



Natolin

ECTS CARD

STUDY PROGRAMME(S) / STUDY TRACK(S)

Master of Arts in European Interdisciplinary Studies
Master of Arts in Transatlantic Affairs (Study Track: European Interdisciplinary Studies)

YEAR

2026-2027

COURSE TITLE

Media and Climate: Communicating the Energy Transition

SEMESTER

1

PROFESSOR(S)

KRUKOWSKA Ewa

ACADEMIC ASSISTANT(S)

DAMIANI Giulio

COURSE TYPE

Contextual Course

MAJOR(S)

Not applicable

ECTS CREDITS

0

TEACHING HOURS

8

INDIVIDUAL & GROUP STUDY TIME

0

TUTORIAL(S)

0

COEFFICIENT

0

LANGUAGE(S)

EN

COURSE OBJECTIVES

This course will address communicating about the energy transition. It will examine how various stakeholders can communicate the problematic in a way that promotes awareness and encourages action. The course will mainly focus on key elements of the energy shift through media coverage (print and visual). The sessions will tackle selected cases of communicating new policies and changes in economic processes launched as part of a transition to a sustainable economy, from government decisions to shift away from fossil fuels to promoting new, low-carbon technologies and responding to various energy crises.

LEARNING OUTCOMES

At the end of this course, the students will be able to:

- 1) Develop the personal maturity, cross-cultural sensitivity and linguistic skills necessary for successful teamwork and negotiation in a multi-cultural and international environment (B1).
- 2) Develop the ability to construct, present and defend a case clearly and coherently in writing as well as before their peers orally, and constructively question and critique the cases made by others (B4).
- 3) Develop the ability autonomously to gather, sift, assess and interpret information from multiple sources. On the basis of referenced evidence, they are able to formulate and develop a coherent and reasoned stance, justifiable conclusions, specific policy recommendations and/or historical arguments (B6).
- 4) Acquire necessary basic competences in e-learning tools, can adapt to suspensions of face-to-face contacts, and develop the research and communication skills needed to reach diverse goals, individually and in groups, in hybrid and electronic environments (B7).

- 5) Become acquainted with different, and often new, professional fields, facilitating their access to the constantly evolving job market (B8).
- 6) The graduate can analyse developments within Europe and/or the US that impact their relative geopolitical standing, thereby influencing EU and/or US interests relevant to transatlantic affairs (MATA1.6);
- 7) The graduate acquires a nuanced perspective of internal political, economic, and/or social pressures and how they may impact, either directly or indirectly, the transatlantic relationship (MATA1.7).

RECOMMENDED PREPARATION

None.

TEACHING METHOD(S)

Lectures with discussion.

Combining scientific knowledge with a discussion about real-life examples, the course will consider the challenges faced by governmental and non-governmental actors, the social and political context and the barriers to successfully communicating.

ASSESSMENT METHOD(S)

Assessment is based on the following elements:

- A digital, on-site, multiple-choice, closed-book test (80% of the final score) at the end of the final course session - 15 minutes to answer 7 questions, and
- Overall attendance (20% of the final score).

The weighted average of both assessment elements needs to be equal to or greater than 50% for a student to pass the course. Each student is entitled to retake the test once. The retake test will account for 80% of the final score, while overall attendance will account for the remaining 20%.

COURSE CONTENTS

Issues to be covered include, but are not limited to, media portrayals of economic and societal impacts of climate change, framing narratives on climate transition and various economic, social, and cultural phenomena that affect communication. Out-of-class resources (research notes, reports, studies) will be provided to any students who would like more academic background knowledge. As a final project, students will work in groups to develop their own vehicle to communicate climate transition to a target group of their choosing.

COURSE MATERIALS (readings and other learning resources/tools)

Press releases by EU institutions, UN bodies, national governments and NGOs.

Media reports (print and TV).

Videos.

For a detailed reading list, please refer to the Course Outline.

