



College of Europe
Collège d'Europe

Brugge



Natolin

ECTS CARD

STUDY PROGRAMME

European Interdisciplinary Studies, Natolin campus (Advanced Academic Master)

YEAR

2022-2023

COURSE TITLE

Media and Climate: Communicating the Green Transition

SEMESTER

1

COURSE PROFESSOR(S)

KRUKOWSKA Ewa

ACADEMIC ASSISTANT(S)

SZATTERS Konrad

COURSE TYPE

Workshop

MAJOR(S)

Not applicable

ECTS CREDITS

no ECTS

TEACHING HOURS

8

INDIVIDUAL & GROUP STUDY TIME

TUTORIAL(S)

COEFFICIENT

not applicable

LANGUAGE(S)

EN

COURSE OBJECTIVE

This workshop will address communicating about climate transition. It will examine how various stakeholders can communicate the problematic in a way that promotes awareness and encourages action.

The workshop will mainly focus on green transition 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 the energy crisis.

COURSE LEARNING OUTCOMES

The aim is to equip students with an understanding of the role of media in influencing the climate debate and an ability to identify top themes in the current discourse and key sources of information.

RECOMMENDED PREPARATION

None.

TEACHING METHOD(S)

Lectures with discussion.

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

ASSESSMENT METHOD AND CRITERIA

No formal assessment.

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 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 the communication. Out-of-class resources (research notes, reports, studies) will be provided to any students who would like more academic background knowledge.

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.

1. European Commission (2019) Communication on the European Green Deal, COM(2019)640 final, 11 December. <https://eur-lex.europa.eu/legal-content/EN/TXT/?qid=1588580774040&uri=CELEX%3A52019DC0640>
2. European Commission (2021) 'Fit for 55': delivering the EU's 2030 Climate Target on the way to climate neutrality, COM/2021/550 final <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:52021DC0550>
3. European Commission (2022), Communication on the RePowerEU Plan, COM(2022) 230, 18 May <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=COM%3A2022%3A230%3AFIN&qid=1653033742483>
4. Dupar, M., with McNamara, L. and Pacha, M. (2019). Communicating climate change: A practitioner's guide. Cape Town: Climate and Development Knowledge Network <https://unfccc.int/sites/default/files/resource/Communicating%20climate%20change%20Insights%20from%20CDKNs%20experience.pdf>
5. J. Delbeke & P. Vis (eds.) (2019). Towards a Climate-Neutral Europe. Curbing the Trend. Abingdon: Routledge https://ec.europa.eu/clima/sites/clima/files/toward_climate_neutral_europe_en.pdf