



Module Specification

Effective Communication for Conservation

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Part 1: Information

Module title: Effective Communication for Conservation

Module code: USSKBD-15-2

Level: Level 5

For implementation from: 2024-25

UWE credit rating: 15

ECTS credit rating: 7.5

College: College of Health, Science & Society

School: CHSS School of Applied Sciences

Partner institutions: None

Field: Applied Sciences

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: This module equips students with practical skills in effectively communicating conservation messages to diverse audiences, emphasizing understanding human psychology and behaviour change. Through case studies, guest speakers, and hands-on exercises, students will learn to employ various methods and media, including exhibitions, social media, and educational materials, while also mastering project design, implementation, and evaluation for impactful conservation outcomes.

Features: Not applicable

Educational aims: Students will learn to effectively identify and understand key sub-groups within target audiences, leveraging this insight to tailor communication strategies that address their attitudes, barriers, and motivations. Students will also be equipped to then discern appropriate communication methods and media channels through which maximise the impact of their messaging.

Outline syllabus: This module is all about people; how best to understand them, and communicate with them for effective conservation outcomes. The module explores the psychology of decision-making and behaviour-change, and how conservation messages are best communicated to different audiences. It seeks to identify the motivations of organisations and individuals that both devise such communication initiatives, and are the intended recipients of them. Students will also explore the rationale for, and approaches to, evaluation of such initiatives. The emphasis in this module is on developing the practical skills necessary to effectively communicate conservation messages with the aim of encouraging the adoption of more environmentally friendly behaviour patterns.

The course will use case-studies, guest speakers and practical exercises to introduce a wide variety of methods and media for conservation communication. A range of audience types will also be considered.

Students will develop practical skills related to presenting information to public audiences, using both direct interventions (such as exhibitions, popular lectures and informal events) as well as through a variety of media. In addition, students will develop skills in the design, implementation and evaluation of projects. Indicative content will include:

Public opinion and attitude research, and audience segmentation methods.

Writing for different audiences, including signage, the production of educational or marketing material, and engaging with defined audiences through other media such as film or social media.

Planning and implementing a communication initiative.

Practical approaches to evaluation.

Topics covered include: critical appraisal of previous communication initiatives, both within conservation field and learning from other sectors; learning styles, psychology and the drivers of attitudes and behaviours; audience segmentation; exploration of the extent to which different approaches encourage one way or two way communication; appreciation of methodologies for targeting specific sub-groups, and approaches to planning and evaluating science communication initiatives.

Part 3: Teaching and learning methods

Teaching and learning methods: This module will be delivered primarily using problem-based learning, lectures and practical workshops. Problem-based learning will be used to actively engage students in the theoretical concepts underpinning this unit and highlight their relationship to the practice of presenting issues about wildlife conservation. Considerable emphasis will be placed on developing understanding of the contexts in which wildlife conservation is communicated and the methods that can be used to take conservation issues directly to the public.

Workshop sessions will be designed to stimulate different communication scenarios, wherein students will develop their practical skills in planning, presenting and evaluating communication initiatives. In addition, Bristol Zoo Project offers a wide range of communication activities which can act as exemplars, and as case-studies for evaluation. Formative assessment opportunities will help encourage students to develop the ability to critique their own and peers' approaches to science communication.

In class teaching and learning will be supplemented by directed and independent learning. This will include exploration of a variety of conservation communication methodologies.

Scheduled learning will be delivered as interactive lectures and lectorials, workshops, field practicals and visits. Field visits will include trips to local employers to develop practical skills directly related to students' employability.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Identify key sub-groups within intended audiences and utilise the understanding of each group's attitudes, barriers, and motivations to communicate and enable behaviour change.

MO2 Determine suitable communication methods and media for a given target audience, and identify their strengths and weaknesses.

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/usskbd-15-2.html) via the following link <https://uwe.rl.talis.com/modules/usskbd-15-2.html>

Part 4: Assessment

Assessment strategy: Assessment: Presentation (30 minutes)

The assessment requires students to create and present a new conservation campaign for their chosen campaign topic. They have to identify the motivations of their specific concept/demographic, outline and justify their methodologies for targeting specific sub-groups within the chosen audience, and demonstrate their understanding of the psychology of decision-making and behaviour change. This assessment task integrates subject-based skills in effective communication for conservation with additional key graduate skills including the ability to communicate effectively, present findings via a range of media, and develop oral and visual

presentation skills.

Opportunities for formative assessment are embedded in the module teaching and take a variety of forms, including: in class and on-line tests and quizzes and problem-solving workshops.

Assessment tasks:

Presentation (First Sit)

Description: Presentation of a conservation campaign (30 minutes).

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2

Presentation (Resit)

Description: Presentation of a conservation campaign (30 minutes).

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Integrated Wildlife Conservation [Zoo] FdSc 2023-24