

COMM 2048

COMMUNICATING FOR SUSTAINABILITY

Credit Points 10

Legacy Code 102705

Coordinator Maryella Hatfield (<https://directory.westernsydney.edu.au/search/name/Maryella Hatfield/>)

Description This subject will enable you to become an environmental sustainability leader by building your capacity to be a confident and effective communicator. Environmental sustainability is vital to human wellbeing and planetary health. Effective communication is required to bring about transformation at individual, organisational and societal scales. In this subject you will participate in three modules focused on the key ingredients required for communicating sustainability: strategy, design and storytelling. Weekly learning pods developed by industry and academic leaders are designed to demonstrate what has worked well in practice, across business, government, community and not-for-profit sectors. Assessments provide you with an opportunity to implement the models, concepts and ideas you've learnt during the weekly learning content. This subject is recommended for all students, regardless of discipline.

School Humanities & Comm Arts

Discipline Communication and Media Studies, Not Elsewhere Classified.

Student Contribution Band HECS Band 4 10cp

Check your fees via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

Level Undergraduate Level 2 subject

Restrictions

Successful completion of 40 credit points. Please note that this subject is recommended for all students, regardless of discipline.

Learning Outcomes

On successful completion of this subject, students should be able to:

1. Analyse a sustainability need or problem in relation to the local context.
2. Create a communication strategy based on key insights.
3. Develop a clear sustainability narrative to guide communication and public engagement.
4. Design processes to effectively engage communities in strategies.
5. Present information, ideas and media clearly, convincingly and with confidence.

Subject Content

Module 1: Strategies for Communicating Sustainability

This module focuses on developing a communication strategy: how will your intervention create or contribute to change?

Module 2: Storytelling for Sustainable Futures

This module focuses on storytelling: whose voice is being centred? What kind of genre and format will be most effective for creating change?

Module 3: Designing Sustainable Initiatives

This module focuses on design processes and practices: how do you work collaboratively in an ethical way to design appropriate and effective sustainability-focused initiatives?

Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Type	Length	Percent	Threshold	Individual/ Group Task	Mandatory
Report	750 - 1,000 words, plus recorded 1-2 minute pitch presentation	30	N	Individual	N
Applied Project	video (approx 2 minutes duration), visual essay (800 words plus 5 images) OR campaign package (one page media release plus print advertisement or storyboard)	30	N	Group/ Individual	N
Report	5-minute presentation plus 750-1,000 words, plus visual documentation	40	N	Group	N

Teaching Periods

Spring (2025)

Parramatta - Victoria Rd

On-site

Subject Contact Maryella Hatfield (<https://directory.westernsydney.edu.au/search/name/Maryella Hatfield/>)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=COMM2048_25-SPR_PS_1#subjects)