



**Beaconhouse National University**  
**School of Media & Mass Communication**  
**Environmental Journalism**  
**Course Outline**

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**COURSE BASICS**

Credit Hours: 3

Lectures: Twice a week (1 hr 30 minutes)

**COURSE DESCRIPTION**

Environmental Journalism examines the integral role of media in addressing environmental challenges and raising public awareness, with a particular focus on Pakistan's unique ecological context. This course will provide students with a foundational understanding of key environmental issues, including water scarcity, smog, deforestation, climate change, and urban pollution, while fostering critical thinking and ethical responsibility.

Students will develop skills to effectively communicate complex environmental narratives through traditional and digital media platforms, integrating investigative techniques and multimedia storytelling. By engaging with global and local case studies, students will analyze environmental policies, critique media coverage, and navigate ethical challenges in reporting. Bridging theoretical insights with practical applications, this course will equip students to contribute meaningfully to sustainable development discourse and environmental advocacy, empowering them to responsibly and creatively address the pressing environmental concerns of Pakistan and the wider world.

### **LEARNING OUTCOMES**

Upon completion of this course, students will be able to:

- Understand key environmental issues and their socio-political and ecological contexts.
- Analyze the role of media in shaping environmental discourse and awareness.
- Develop journalistic skills for researching, writing, and producing compelling environmental stories.
- Explore innovative approaches to environmental storytelling through multimedia platforms.
- Demonstrate an understanding of ethical considerations in environmental journalism, including advocacy and objectivity.

### **COURSE REQUIREMENTS**

Students must follow the mentioned rules in order to complete this course successfully:

1. Typed assignments with Times New Roman font pt. 12 and space lining equal to 2.0 should be submitted along with the soft copy shared in student's point.
2. Late submissions will be penalized and assignments late more than 3 days from the due date will not be accepted.
3. A minimum of 75% attendance is required at the end of the semester in order to appear for the final exam.

4. Plagiarism is strictly prohibited. Plagiarism in an assignment or exam will lead to F grade for entire course.

**GRADE BREAK-UP**

Final grade must be above 50% to clear the course.

<b>Deliverables</b>	<b>% of Final Mark</b>
Assignments/ presentations/quizzes	35%
Mid-term	25%
Final exam	30%
Display	10%

## Course Content

Week	Topic	Tasks
Week 1 & 2	<b>Understanding Environmental Journalism</b> <ul style="list-style-type: none"><li>● Definition and Scope</li><li>● Evolution of Environmental Reporting</li><li>● Role of Journalists in Environmental Awareness</li><li>● Case Studies from Pakistan</li></ul>	Reflective Essay – "The Role of Journalists in Environmental Advocacy"
Week 3 & 4	<b>Key Environmental Issues in Pakistan</b> <ul style="list-style-type: none"><li>● Climate Change and Global Warming</li><li>● Water Scarcity &amp; Pollution</li><li>● Air Pollution &amp; Smog Crisis</li><li>● Deforestation &amp; Biodiversity Loss</li><li>● Industrial Waste &amp; Urbanization</li></ul>	<b>Student Blog:</b> Write a short blog post (600 words) on an environmental issue in Pakistan.
Week 5	<b>Media's Role in Environmental Awareness</b> <ul style="list-style-type: none"><li>● Sensitizing journalists on environmental initiatives</li><li>● How media frames environmental issues</li><li>● Role of mainstream vs. alternative media in environmental discourse</li><li>● Case study: Greta Thunberg &amp; climate activism</li></ul>	

Week 6 & 7	<b>Researching Environmental Issues</b> <ul style="list-style-type: none"> <li>● Finding Reliable Sources (Policy papers, NGOs, Scientific Reports, Government Data)</li> <li>● Environmental Laws and Policies in Pakistan</li> <li>● Identifying misinformation &amp; greenwashing in media</li> </ul>	Structuring an environmental news report  Case study: Investigative reporting on corporate pollution
Week 8	<b>Mid Term</b>	
Week 9-10	<b>Field Reporting &amp; Multimedia Storytelling</b> <ul style="list-style-type: none"> <li>● Site Visits &amp; Interviews with Environmental Experts</li> <li>● Techniques for interviewing scientists, policymakers, and activists</li> <li>● Using Photos, Videos, Infographics in Environmental Reporting</li> </ul>	<b>Photo Essay:</b> Capture images of an environmental issue and write a short feature.
Week 11-12	<b>Digital Media &amp; Environmental Journalism</b> <ul style="list-style-type: none"> <li>● Best practices for using Twitter, Instagram, and Facebook for advocacy</li> <li>● Creating Viral Environmental Content (Memes &amp; Videos)</li> <li>● How visual content can drive social change</li> <li>● Creating engaging environmental posts</li> </ul>	
Week 13-16	<b>Developing a Media Campaign</b> <ul style="list-style-type: none"> <li>● Designing an Environmental Awareness Campaign</li> <li>● Steps for planning and executing a media campaign</li> <li>● Collaborating with NGOs and Environmental Organizations</li> </ul>	

	<ul style="list-style-type: none"> <li>• Partnering with activists for greater impact</li> </ul> <p>Project Compilation &amp; Reflection</p> <ul style="list-style-type: none"> <li>• Compilation of Portfolio (Articles, Videos, Photos, Social Media Posts)</li> <li>• Final Presentation and Peer Review</li> </ul>	
	<b>Final Project Display</b>	

Reference Readings

- **"The Environment and the Press: From Adventure Writing to Advocacy"** – Mark Neuzil
- **"Covering the Environment: How Journalists Work the Green Beat"** – Bob Wyss
- **"Journalism and Climate Crisis: Public Engagement, Media Alternatives"** – Robert A. Hackett
- **"Environmental Journalism: A Handbook of Methods"** – David B. Sachsman