

Environmental Communications

I'm interested in pursuing an environmental communications degree at Hendrix by focusing on classes that marry environmental studies and psychology courses, supplemented by some practical communications courses from other universities. The study of communications is central to addressing environmental concerns because it focuses on different areas of human behavior and connection with the environment. Being effective communicator engages with audiences by understanding these things and developing mechanisms to reach those audiences. This is a field that is a major interest of mine. I feel that I will enjoy it and be able to be successful. Taking classes in these fields through Hendrix will develop my knowledge of the human mind, behavior, and society in a way that will prepare me to be effective as a professional communicator.

I believe that the combination of psychology, environmental studies, English, and Communications classes will provide a strong foundation and working knowledge of how human systems not only tie together but how to best develop communication approaches to reach people in effective ways in a professional setting. I have done extensive research into the Communications and Environmental Communications programs at Stanford, University of Rhode Island, Bemidji State Minnesota, University of Central Arkansas, and the University of Arkansas. The communications path I have pieced together combines classes that are required for an Environmental Communications degree at each of these schools.

Because Hendrix does not offer traditional corporate communications or media courses, I plan to take the courses at Hendrix that best align to traditional areas of communication, as outlined above. These Hendrix classes and those from other universities will relate to research, statistics, media, journalism and more. I believe that through my research of other communications degrees, other university classes, and the course offerings at Hendrix, I have developed a degree path that is closely aligned to other universities with communications degree programs.

A degree in environmental communications from Hendrix will help me achieve my professional goals because it is a field that I have found I can succeed in. I believe I will be able to establish a career that I'm good at, I will be happy in, and that will achieve my long-term goals. An Environmental Communications degree will allow me to specialize in a career field that is needed in today's workplace and is essential to environmental conservation and research. This is a specialized area that, with the continued focus on environmental sustainability in the world, I believe will allow me to come out of college prepared to join the workforce in an area

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that needs professionals who are also able to effectively communicate about our environment to a variety of audiences in ways that are engaging and make an impact. Environmental studies have always been a major interest of mine, and a career that focuses on communication of environmental conservation and research will align with my passions, while working in a field that emphasizes my academic strengths and interests.

The Environmental Communications INTE Major will require 14 courses total, as shown below.

6 Communication/Writing Courses:

| | |
|-----------------------------------------------|-------------|
| English Comp I & II (from NWACC) | ENGL 1013 |
| (Or an equivalent lower-level writing class) | |
| Intro to Film Studies | ENGF 269 04 |
| Any 2 of the three courses listed below: | |
| Modern Media | ENGF 350 |
| Creative Non-Fiction Writing | ENGC 301 |
| Digital Storytelling | ENGF 365 |
| Business and Professional Speaking (from UCA) | ENGL 2311 |
| Environmental Communication (from U of A) | COMM 4643 |

4 Environmental Studies Courses:

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|----------------------------------|-------------|
| Intro to Environmental Studies | EVST 110 |
| Environmental Biology w/ Lab | BIOL 104 01 |
| Environmental Philosophy | PHIL 308 01 |
| Environmental Studies Colloquium | EVST 310 01 |

3 Psychology Courses:

| | |
|----------------------------------------------------|-------------|
| PSYC Statistics | PSYC 290 |
| Social Psychology | PSYC 230 01 |
| Industrial/Organizational Psychology | PSYC 283 |
| (Assuming the class will be offered in the future) | |

1 Senior Capstone:

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| Environmental Studies Senior Seminar | EVST 497 |
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An internship that advances the students real world knowledge of communications in a professional setting is required. The internship must be processed through the Office of Career Services and approved in advance by the advisor.

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Learning Goals:

- The student will demonstrate the ability to integrate concepts and critical thinking approaches from two or more academic disciplines.
- The student will create written, oral, visual, or multimedia materials that demonstrate the ability to present and analyze evidence.
- The student will acquire knowledge and skill in writing, environmental studies, psychology, English, and communications that are applicable and necessary to a career in the environmental communications field.
- The student will show excellence in communicating effectively on environmental concerns in both written and oral formats to academic and non-academic audiences.

Student Signature



Advisor: Dr. James Dow



Associate Provost Chair of Interdisciplinary Studies

Secondary Advisor: Dr. Tyrone Jaeger


