



GSE 855

Communication and Wildlife Management

S2 External 2014

Dept of Biological Sciences

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General Information

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Credit points

4

Prerequisites

Admission to MWldMgt or PGDipWldMgt or PGCertWldMgt or MMarScMgt or MSc in Biodiversity Conservation or PGDipSc in Biodiversity Conservation

Corequisites

Co-badged status

Unit description

This unit will enable students to develop practical skills in effective communication for wildlife and environmental management. These include public speaking, electronic media, facilitation, chairing meetings and writing media releases as well as the development of communication strategies.

Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://www.mq.edu.au/study/calendar-of-dates>

Learning Outcomes

On successful completion of this unit, you will be able to:

- Learn how to achieve conservation outcomes using effective communication.
- Gain an appreciation of different audiences and their needs.
- Develop the ability to communicate in order to achieve behavioural outcomes.
- Form an appreciation of what communication tools best suit different audiences.
- Appreciate the evolution of media, with the advent of online technology.

Develop an understanding of key communication techniques and strategies including: the value of writing and speaking clearly and simply; insight into why we listen to some people and not others; the impact of "voice"; why telling stories is key to capturing audience; the value of the "I" word-communicating through the first person; the value of style as well as substance.

Assessment Tasks

Name	Weighting	Due
Press Release	25%	21 September
Simplification Exercise	25%	12 October
TV Pitch	25%	26 October
Communication Strategy	25%	16 November

Press Release

Due: **21 September**

Weighting: **25%**

Write a ONE PAGE press statement about what you see as the key story in one of three recent scientific papers published in Oryx (given). See pdfs of papers on iLearn. Choose the one that you think you'll be able to write the most catchy press release on to catch the eye of the ever busy editor. Don't forget the key elements of a press release as described in the lecture, and refer to examples of press releases to get you started.

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Simplification Exercise

Due: **12 October**

Weighting: **25%**

This assignment is about getting used to using less words overall and using simple language. People who visit National Parks need to know what to look out for. You can help them by creating 3 well designed, simple boards near the entrance gate or within the park. These can be submitted as pdf or jpeg files. Be sure to use plenty of pictures, maps and whatever else you think will draw people in to read your signs (don't rule out interactive links to be more engaging – think creatively!).

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TV Pitch

Due: **26 October**

Weighting: **25%**

As a wildlife manager one way to become known and to highlight a particular subject is to record a 5 minute talk and give it to your local radio station or to post a Youtube video on your website. In this assignment you'll be tested on how well you present, so go back and look over the two lectures on presenting with impact. Remember to keep it simple and stick to the main points, making it as interesting as possible to a mainstream audience.

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Communication Strategy

Due: **16 November**

Weighting: **25%**

Your Boss has asked you to develop a communication strategy for the next 2 financial years. It's for a real or imaginary wildlife management organisation. The Boss says the budget is \$50,000 per year and so you will have to be very creative in what you suggest to him/her. You may have a number of methods but then it may be better to use just one. The choice is yours. You will be responsible for implementing the strategy if the Boss approves.

In this assignment, make sure you focus on the key steps highlighted in Lecture 2 – An approach to winning – from identifying the conservation outcome up front to understanding your audience and identifying your communication tools based on that. Demonstrating that you understand these concepts is what you'll be assessed on.

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- Appreciate the evolution of media, with the advent of online technology.
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Delivery and Resources

Classes

This is an external unit delivered through Macquarie University's online learning system: iLearn.

The webpage for this unit can be found at <https://ilearn.mq.edu.au>. iLearn has both a discussion board and internal email system. The website will provide you with access to lectures (as MP3 files and powerpoint presentations for download) through the University's echo360 lecture recording facility, as well as access to media links, readings, assessment resources, and forum discussions.

Required and Recommended Texts and/or Materials

All required reading and viewing materials will be made available through iLearn.

Recommended

Randy Olsen (2009). *Don't be such a scientist – talking substance in an age of style*. Island Press, Washington DC.

Cornelia Dean (2009). *Am I making myself clear?* Harvard University Press, USA.

Les Robinson & Andreas Glanznig (2003). *Enabling EcoAction*. HSI, WWF & HSU.

Tammie Matson (2009). *Elephant Dance – a story of love and war in the elephant kingdom*. Pan Macmillan Australia.

Anything written by Tim Flannery, Jane Goodall and David Attenborough!

Technologies Used and Required

iLearn and Echo360

Unit Schedule

Week	Topic	Assessment and Tasks
1	The who, what and why of communication. <i>What is communication and why do wildlife managers need to do it well?</i>	Online Discussion
2	An Approach to Winning <i>A structured approach to achieving a conservation outcome through targeted communication, using case studies ranging from whaling to recycling. Going beyond awareness raising; what triggers behavioural change?</i>	Online Discussion

3	<p>Don't Be Such A Scientist</p> <p><i>The importance of style as well as substance in communications by scientists. The dual nature of science. Case studies of recent climate change movies.</i></p>	Online Discussion
4	<p>Presenting with Impact (1)</p> <p><i>The art of storytelling, choosing the right words, the value of simplicity, not being such a scientist (bilingualism), relaying hope & the importance of a call to action.</i></p>	Online Discussion
5	<p>Presenting with Impact (2)</p> <p><i>Flagship Species as messengers/ambassadors, choosing the right spokesperson/people, emphasis on the human element, connecting people with nature, the value of your mates when it comes to practicing your pitch.</i></p>	Online Discussion
6	<p>The Press Release</p> <p><i>How to get your press release noticed by the media.</i></p>	Online Discussion
7	<p>The Online Revolution</p> <p><i>Thye growth of social media and its huge potential for communication of wildlife management issues, using the case study of Earth Hour. Websites and blogging - their value for wildlife managers.</i></p>	Online Discussion
SEMESTER BREAK		Press Release Due 21 September
8	<p>The Media Interview</p> <p><i>How to do a good one; how not to do a bad one! A journalist's perspective</i></p>	Online Discussion
9	<p>Development of a strategic communications strategy</p> <p><i>Working through the essential elements of a good plan</i></p>	<p>Online Discussion</p> <p>Simplification Task Due 12 October</p>
10	<p>Case Study: Asian Elephants</p> <p><i>A challenge to engage the world on a key wildlife issue through a range of communication tools.</i></p>	Online Discussion
11	<p>Facilitating Meetings</p> <p><i>How to organise and run conferences and workshops, the importance of briefing speakers, getting the "right" venue, consultation, and the need to be a good listener, chairing meetings and working in groups.</i></p>	<p>Online Discussion</p> <p>TV Pitch Due 26 October</p>
12	<p>The Future of Communication</p> <p><i>Gaming, mobile, the future of media and how wildlife managers can get on board</i></p>	Online Discussion
13	Communication Strategy Due 16 November	

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](#). Students should be aware of the following policies in particular with regard to Learning and Teaching:

Academic Honesty Policy http://mq.edu.au/policy/docs/academic_honesty/policy.html

Assessment Policy <http://mq.edu.au/policy/docs/assessment/policy.html>

Grading Policy <http://mq.edu.au/policy/docs/grading/policy.html>

Grade Appeal Policy <http://mq.edu.au/policy/docs/gradeappeal/policy.html>

Grievance Management Policy http://mq.edu.au/policy/docs/grievance_management/policy.html

Disruption to Studies Policy http://www.mq.edu.au/policy/docs/disruption_studies/policy.html *The Disruption to Studies Policy is effective from March 3 2014 and replaces the Special Consideration Policy.*

In addition, a number of other policies can be found in the [Learning and Teaching Category](#) of Policy Central.

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: https://students.mq.edu.au/support/student_conduct/

Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

Learning Skills

Learning Skills (mq.edu.au/learningskills) provides academic writing resources and study strategies to improve your marks and take control of your study.

- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module for Students](#)
- [Ask a Learning Adviser](#)

Student Services and Support

Students with a disability are encouraged to contact the [Disability Service](#) who can provide appropriate help with any issues that arise during their studies.

Student Enquiries

For all student enquiries, visit Student Connect at ask.mq.edu.au

IT Help

For help with University computer systems and technology, visit <http://informatics.mq.edu.au/help/>.

When using the University's IT, you must adhere to the [Acceptable Use Policy](#). The policy applies to all who connect to the MQ network including students.

Graduate Capabilities

PG - Discipline Knowledge and Skills

Our postgraduates will be able to demonstrate a significantly enhanced depth and breadth of knowledge, scholarly understanding, and specific subject content knowledge in their chosen fields.

This graduate capability is supported by:

Learning outcomes

- Learn how to achieve conservation outcomes using effective communication.
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Assessment tasks

- Press Release
- Simplification Exercise
- TV Pitch
- Communication Strategy

PG - Critical, Analytical and Integrative Thinking

Our postgraduates will be capable of utilising and reflecting on prior knowledge and experience, of applying higher level critical thinking skills, and of integrating and synthesising learning and knowledge from a range of sources and environments. A characteristic of this form of thinking is

the generation of new, professionally oriented knowledge through personal or group-based critique of practice and theory.

This graduate capability is supported by:

Learning outcomes

- Gain an appreciation of different audiences and their needs.
- Develop the ability to communicate in order to achieve behavioural outcomes.
- Form an appreciation of what communication tools best suit different audiences.
- Appreciate the evolution of media, with the advent of online technology.
- Develop an understanding of key communication techniques and strategies including: the value of writing and speaking clearly and simply; insight into why we listen to some people and not others; the impact of "voice"; why telling stories is key to capturing audience; the value of the "I" word-communicating through the first person; the value of style as well as substance.

Assessment tasks

- Press Release
- Simplification Exercise
- TV Pitch
- Communication Strategy

PG - Research and Problem Solving Capability

Our postgraduates will be capable of systematic enquiry; able to use research skills to create new knowledge that can be applied to real world issues, or contribute to a field of study or practice to enhance society. They will be capable of creative questioning, problem finding and problem solving.

This graduate capability is supported by:

Learning outcomes

- Learn how to achieve conservation outcomes using effective communication.
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Assessment tasks

- Press Release
- Simplification Exercise
- TV Pitch
- Communication Strategy

PG - Effective Communication

Our postgraduates will be able to communicate effectively and convey their views to different social, cultural, and professional audiences. They will be able to use a variety of technologically supported media to communicate with empathy using a range of written, spoken or visual formats.

This graduate capability is supported by:

Learning outcomes

- Learn how to achieve conservation outcomes using effective communication.
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- Appreciate the evolution of media, with the advent of online technology.
- Develop an understanding of key communication techniques and strategies including: the value of writing and speaking clearly and simply; insight into why we listen to some people and not others; the impact of "voice"; why telling stories is key to capturing audience; the value of the "I" word-communicating through the first person; the value of style as well as substance.

Assessment tasks

- Press Release
- Simplification Exercise
- TV Pitch
- Communication Strategy

PG - Engaged and Responsible, Active and Ethical Citizens

Our postgraduates will be ethically aware and capable of confident transformative action in relation to their professional responsibilities and the wider community. They will have a sense of connectedness with others and country and have a sense of mutual obligation. They will be able to appreciate the impact of their professional roles for social justice and inclusion related to national and global issues

This graduate capability is supported by:

Learning outcomes

- Learn how to achieve conservation outcomes using effective communication.
- Gain an appreciation of different audiences and their needs.
- Develop the ability to communicate in order to achieve behavioural outcomes.
- Form an appreciation of what communication tools best suit different audiences.

Assessment tasks

- Press Release
- Simplification Exercise
- TV Pitch
- Communication Strategy

PG - Capable of Professional and Personal Judgment and Initiative

Our postgraduates will demonstrate a high standard of discernment and common sense in their professional and personal judgment. They will have the ability to make informed choices and decisions that reflect both the nature of their professional work and their personal perspectives.

This graduate capability is supported by:

Learning outcomes

- Learn how to achieve conservation outcomes using effective communication.
- Gain an appreciation of different audiences and their needs.
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- Form an appreciation of what communication tools best suit different audiences.
- Develop an understanding of key communication techniques and strategies including: the value of writing and speaking clearly and simply; insight into why we listen to some people and not others; the impact of "voice"; why telling stories is key to capturing audience; the value of the "I" word-communicating through the first person; the value of style as well as substance.

Assessment tasks

- Press Release
- Simplification Exercise
- TV Pitch
- Communication Strategy

Changes since First Published

Date	Description
28/07/2014	Staff members and assessment due dates have been updated