

Week 7 Assignment: Raising Awareness of Environmental Challenges

due at the conclusion of section on May 14/15 or in class on Tuesday, May 19, 2009

Name: _____ **ID:** _____

In class we've talked extensively about the range of environmental problems that society faces and the possible solutions. But how can the general public be made aware of these issues? Many different strategies exist for educating people about environmental issues. This week we will look at three different efforts. For each, we ask a series of questions:

- Who is the target audience? What age group will learn most from this? What does the intended audience already know or not know?
- What message is being conveyed? What should the audience learn as a result of looking at each educational material?
- What method is used to deliver the message? Does it involve getting people to read information, or is it participatory?
- What are the strengths and weakness of the approach? In your own opinion, what works well and what seems likely to miss the mark?

Complete questions 1 and 2 before going to the aquarium, using the web links on the homework web site.

1. The Alliance for Climate Protection is one group that aims to “persuade the American people—and people elsewhere in the world—of the importance and urgency of adopting and implementing effective and comprehensive solutions for the climate crisis.” Who is the target audience for the Alliance for Climate Protection? What is their message, and what methods do they use to convey their message? What are the strengths and weaknesses of the approach?

2. Web sites, such as Green Living Tips, offer specific suggestions for what you can do. Take a look at their suggestions for raising environmental awareness. Who is the target audience for Green Living Tips? What is their message, and what methods do they use to convey their message? What are the strengths and weaknesses of the approach?

Complete questions 3 and 4 at the aquarium during discussion on May 14/15, or independently, if you are unable to attend with your section.

3. The Birch Aquarium at Scripps aims to inform aquarium visitors about environmental issues, including climate change. Take a look through the entire climate change exhibit (in the exhibit area to the left of the main hall where you enter). Choose one activity or display to evaluate carefully for this assignment, and be sure to tell us what you choose to consider. Who is the target audience for the activity or display that you have chosen? What is its message, and what methods does it use to convey the message? What are the strengths and weaknesses of the approach?

4. Now that you've examined several approaches for education and outreach, what are your overall impressions? What strategies or combination of strategies would you advocate?