Sustainability and Popular Culture (MESS56)
7.5 credits MSc-course (3rd term elective course)

Course coordinator:
David Harnesk

Teachers:
David Harnesk
Cecilia Cassinger
David O’Byrne
Mine Islar
Tobias Linné

Learning outcomes (as of 2017-09-05):
Knowledge and understanding

- Demonstrate critical knowledge and theoretical understanding of popular culture and its representations of nature.

Competence and skills

- Demonstrate the ability to analyse how sustainability discourses are manifested in cultural understandings of nature and the environment.
- Demonstrate the ability to work constructively in a team and communicate effectively with people from different backgrounds.

Judgement and approach

- Demonstrate the ability to critically reflect on and provide examples of the way sustainability is communicated and contested through popular culture.

Grading and examination:

Active participation  Pass/fail (mandatory sessions)
Group assignment  30 percent of grade
Individual assignment  70 percent of grade
Schedule

Sessions marked with a red asterisk (*) are mandatory.

Minor changes to titles, readings and venues for sessions may occur before course start.

Week 1: Introduction and Overview

1. Course introduction*

   Wednesday 4/9 10:15 – 12:00
   Lecture        Teacher: David Harnesk
   Venue          TBA

   **Suggested:** Storey (2018: pp. 1-14)

2. Theoretical and methodological overview

   Friday 6/9 13:15 – 15:00
   Lecture      Teacher: David Harnesk
   Venue        TBA

   **Suggested:** Storey (2018: pp. 1-14, 59-82)

Week 2: Theories and concepts

3. Seminar I: Base-Superstructure and hegemony*

   Wednesday 11/9 10:15 – 12:00
   Seminar       Teacher: David Harnesk
   Venue         TBA

   See seminar instructions, uploaded to Canvas 4/9.

   **Mandatory:** Handout 1 (provided on 4/9), containing Marx & Engels (1970)
   Marx (1976), Gramsci (1971b) and Bennett (1986) - 26 pages total.
   **Optional:** Storey (2018: pp. 59-61, 79-82), Methmann & Rothe (2012),

4. Seminar II: Critical theory and cognitive frames*

   Friday 13/9 13:15 – 15:00
   Lecture      Teacher: David Harnesk
   Venue        TBA

   See seminar instructions, uploaded to Canvas 4/9.

   **Mandatory:** Horkheimer & Adorno (1944), Lakoff (2010), Meehan (2002)
   **Optional:** Storey (2018: pp. 59-61, 79-82), Benjamin (1941), Straubhaar (2002),
   Bolsen (2011)
**Week 3: Business advertisement**

5. Business advertisements and sustainability + announcement of group assignment

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6. Field work for group assignment*

See group assignment instructions, uploaded to Canvas 18/9.

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<tr>
<td>Friday 20/9</td>
<td>13:00 – 17:00</td>
<td>Field work</td>
<td>Lund/Malmö</td>
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**Week 4: Media & journalism**

7. Seminar III: Journalism and sustainability + announcement of final assignment*

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8. Media, digitalization and sustainability – insights from critical communication studies (tentative title)

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Teacher: David Harnesk

Venue: TBA

**Week 5: Popular culture and campaigns (1)**

9. Popular culture in the politics of coastal planning in New Orleans *(tentative title)*

- **Wednesday 2/10**
  - Lecture: 10:15 – 12:00
  - Teacher: David O’Byrne
- **Venue:** TBA

  **Suggested:** Literature TBA
  **Optional:** Andrews & Caren (2010), Weik von Mossner (2011)

10. Seminar IV: Environmental campaign workshop *(tentative title)*

- **Friday 4/10**
  - Guest seminar: 13:15 – 16:00
  - Teacher: Tobias Linné
- **Venue:** TBA

  See seminar instructions, uploaded to Canvas 25/9.

  **Mandatory:** Literature TBA
  **Optional:** Andrews & Caren (2010)

**Week 6: Popular culture and campaigns (2)**

11. Seminar V: Visual methodologies

- **Wednesday 9/10**
  - Seminar: 10:15 – 12:00
  - Teacher: Mine Islar
- **Venue:** TBA

  See seminar instructions, uploaded to Canvas 25/9.

  **Mandatory:** Literature TBA, Hansen & Machin (2013)

12. Seminar VI: Populism and Sustainability

- **Friday 11/10**
  - Seminar: 13:15 – 16:00
  - Teacher: David Harnesk
- **Venue:** TBA

  See seminar instructions, uploaded on 25/9.

  **Mandatory:** Scoones (2018) and one of the following (see instructions) Batel & Devine-Wright (2018), Forchtner & Kølvraa (2015), Kiopkiolis (2016), March (2017), Mamonova (2019), Stegeman (2018).
Week 7: Group assignment presentations

13. Group assignment presentations 1*

Wednesday 16/10  10:15 – 12:00
Seminar              Teacher: David Harnesk
Venue                TBA

14. Group assignment presentations 2*

Friday 18/10   13:15 – 15:00
Seminar              Teacher: David Harnesk
Venue                TBA

Week 8 and 9: Finale

Work on individual assignment

Monday 21/10 to Wednesday 30/10
Individual work       Teacher: No teacher

Individual assignment deadline*

Wednesday 30/10   Deadline: 17:00
Deadline            Teacher: No teacher

15. Wrap-up session

Thursday 31/10   15:15 – 16:00
Wrap-up            Teacher: David Harnesk
Venue                TBA

Course literature

Books


Articles and Book chapters


Lakoff, G. 2010. Why it Matters How We Frame the Environment, Environmental Communication, 4:1, 70-81. (11 pages.)


Note: Please note that 7.5 credit courses involve ≈ 1250 pages of reading. The above-listed references include ≈ 1000 pages. The students should select and read another ≈ 150 pages, which can be chosen based on the individual assignment topic.

Gender balance: The gender balance is 40/60% (female/male first author)

**Additions


Total page count of additions: 26 pages

***Additional readings (up to 75 pages) will be assigned by guest lecturers