



SHARDA SCHOOL OF
MEDIA, FILM &
ENTERTAINMENT



COURSE

**Introduction to Sustainable
Development & Environmental
Communication**
(NVA0011)

**VALUE ADDED
COURSE BROCHURE
2024-25**

ABOUT THE UNIVERSITY

Sharda University envisions to serve the society by being a global University of higher learning in pursuit of academic excellence, innovation and nurturing entrepreneurship. It has 14,000+ students from 95+ countries, 29 states, and Union Territories, providing cultural diversity and global exposure to students. It has 26000+ alumni who are today leaders in their realms. Sharda University is NAAC A+ University with Overall NIRF Rank of 86. Teaching Learning Center at Sharda University is to equip the faculty members with the expertise, skills and knowledge they need for capacity building of students. Teaching as a profession requires highly specialized skills and knowledge to impact significantly on student learning and therefore teachers must refine their conceptual and pedagogical skills.

ABOUT SCHOOL

Sharda School of Media, Film and Entertainment offers a medium to convert the creativity of the student into career, with the help of an array of industry-recognised programs. The students not only get a chance to study at a world-class institution but also the exposure to prove their capabilities through their work. Successful creative professionals and experts continuously work together to develop the student skills and equip them so they contribute to the thriving cultural and creative industries. SSMFE corporate partners commit to providing guidance, expertise, and feedback to the students through various industrial visits where they get to meet with industry professionals, get portfolio reviews, exercise their interviewing skills and receive an internship or job opportunity.

ABOUT COURSE

Course: **Introduction to Sustainable Development & Environmental Communication (NVA0011)**

This course is designed to introduce students to environmental communications, including environmental education and environmental interpretation

COURSE SCHEDULE

Name of the Course	Introduction to Sustainable Development & Environmental Communication
Course Code	NVA0011
VAC Coordinator, SSMFE	Dr. Mukta Martolia
Faculty Expert(s)	MA(J&MC) 2nd Semester – Dr. Shishir Kumar Singh
Venue	MA(Ad,PR & CC) 2nd Semester – Dr. Rajni Yadav
Start Date	January, 2025

Schedule

Topic: **Understanding Environmental Pollution**

APollution Types: Water Pollution, Soil Pollution

BPollution Types: Air Pollution

CPollution Types: Noise Pollution

Topic: **Introduction to Waste Management**

ABasics of Waste Management

BUnderstanding e-Waste Management

CMedia Coverage on waste management

Topic: **Fundamentals of Sustainable Development**

AUnderstanding Sustainable development and globalization

BContemporary Challenges and Environmental Issues

CCase Studies

Topic: **Environment and Climate change**

ADiscourse on Climate change and sustainable development

BInternational agreements and climate change

CCase Studies

Topic: **Media Writing on Environment**

AIntroduction to Environment Journalism and Activism

BMedia Coverage and Environment

CCase Studies

PROFILES OF FACULTY EXPERTS



Dr. Shishir Kumar Singh

With more than 11 years of teaching and industry experience, Dr. Singh is currently working as senior faculty in the Sharda School of Media, Film & Entertainment (SSMFE), Sharda University. He has previously worked with reputed institutions such as Chandigarh University as an Associate Professor and Teerthanker Mahaveer University as Head of Department of Journalism and Mass Communication. His teaching and research interests mainly lie in electronic media production and research. In addition to this, Dr. Singh has contributed significantly as a resource person in State Council of Educational Research and Training (NCT DELHI) and has also made a documentary for the Central Police Force of the Ministry of Home Affairs, Government of India. He has presented and published more than 15 International and National research papers. Dr. Singh continues to impact lives of young researchers and students through performing key roles as a media mentor for various projects such as the Adobe Youth Voice project with the American India Foundation.



Dr. Rajni Yadav

Dr. Rajni Yadav is a writer, Researcher, Trainer and a Media Educator. Prior to Sharda University, Dr. Rajni has been associated with many international universities and institutions. She has 9 years of experience which includes participation and contribution in Media Industry, Teaching and Research.

She has completed her Ph.D. from the School of Journalism and New Media Studies, Indira Gandhi National Open University, New Delhi. Her Doctoral research on a highly significant theme of social and academic relevance centered on Language and presentation of women's centric news. She has done two years Post-Graduate Diploma in Television Journalism from Jagran Institute of Management and Mass Communication. She earned her M.Sc. in Mass Communication, Advertisement and Journalism from Punjab Technical University. Her academic interest and research areas are Media languages, Gendered Media, Print Journalism and Television Production, Communication and community Radio.

She has been participating and contributing papers in various National, International seminars, conferences and workshops. She has contributed to various renowned Newspapers, Magazines and News channels. She also did Radio talks and Radio shows, broadcasted by Gyanvani, IGNOU Radio Stations New Delhi.

School: SSMFE		Batch : 2024-26	
Program: PG		Current Academic Year: 2024-25	
Branch: NA		Semester: II	
1. Course Code	NVA0011		
2. Course Title	Introduction to Sustainable Development & Environmental Communication		
3. Credits	Audit Course		
4. Contact Hours	30 Hours		
Course Type	Non-Credit Value Added Course (NCVAC)		
5. Course Objective	<ul style="list-style-type: none"> To understand the basics of environmental communication Comprehend the skills in applying the concepts in different forms of communication. To enhance understanding of waste management, sustainable development and climate change. 		
6. Course Outcomes	<p>After completing the course students will be able to –</p> <p>CO1: Outline to understand different types of pollutions</p> <p>CO2: Explore the ways of waste management</p> <p>CO3: Adapt strategies of sustainable development</p> <p>CO4: Explain fundamental concept of climate change</p> <p>CO5: Examine the ways of writing for environmental issues</p> <p>CO6: Elaborate the concepts of sustainable development, climate change and environmental writings through case studies.</p>		
7. Course Description	This course is designed to introduce students to environmental communications, including environmental education and environmental interpretation.		
8. Outline syllabus			CO Achievement
Unit 1	Understanding Environmental Pollution		
A	Pollution Types: Water Pollution, Soil Pollution		CO1
B	Pollution Types: Air Pollution		CO1
C	Pollution Types: Noise Pollution		CO1
Unit 2	Introduction to Waste Management		
A	Basics of Waste Management		CO2
B	Understanding e-Waste Management		CO2
C	Media Coverage on waste management		CO2
Unit 3	Fundamentals of Sustainable Development		
A	Understanding Sustainable development and globalization		CO3
B	Contemporary Challenges and Environmental Issues		CO3
C	Case Studies		CO6
Unit 4	Environment and Climate change		
A	Discourse on Climate change and sustainable development		CO4
B	International agreements and climate change		CO4
C	Case Studies		CO6
Unit 5	Media Writing on Environment		
A	Introduction to Environment Journalism and Activism		CO5
B	Media Coverage and Environment		CO5
C	Case Studies		CO6
Text book/s*	Environment Media And Communication by Anders Hansen, Taylor & Francis Ltd		
Other References	Essential Concepts of Environmental Communication An A–Z Guide by Pat Brereton, Routledge		