

GCCA+ Seychelles – Climate Change Communication Course

INSTRUCTIONS FOR UNIT 2 – WHAT, WITH WHOM, AND TO WHAT END?

Total time to complete – approximately 4 hours

Thank you for your interest in following this course! There are 5 units in all. Here is what you need to know to complete Unit 2...

Unit 2 Learning Outcomes:

- Ability to distil and shape messages about climate change
- Characterization of key audiences
- Practice in tailoring messages to audiences
- Identification of communication outcomes

Unit 2 consists of the following materials

1) Lecture by Dr. Susi Moser on YouTube: Unit 2 - part 1:

<https://youtu.be/1xX5zUqYvUs> (ca. 26 minutes)

2) Complete Exercise 4 (continuously counted from Unit 1 so as to avoid confusion). Do this with your partner if you have one. (We estimate it will take ca. 30-90 minutes, depending on how much in between audience research is needed). The exercise 4 description can be found in the Unit 2 folder on the MEECC Seychelles website.

3) Then view Susi's lecture - Unit 2 - part 2 on YouTube:

<https://youtu.be/Kw6XSjfJXHI> (ca. 46 minutes)

4) Complete the next two exercises that go with this second part. Both can be found in the Unit 2 folder, along with templates where needed.

5) The lecture slides for print out or note taking are provided in the Unit 2 folder.

6) There are again some additional supplementary materials in this folder in the Unit 2 folder. Some of them accompany or are mentioned in the lectures and you'll know what to look for.

7) Finally, check out the professionally filmed (by Raymond Clarisse) interview with Seychellois radio journalist, Patsy Athanase, for this course. She speaks to communicating climate change as a journalist and it perfectly complements Unit 2. We have uploaded it to our Youtube channel: <https://youtu.be/6uwCxXKrmN4> (5:20 min)

We hope you enjoy these materials and have found a training partner to share and discuss what you are learning!

