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Courses » Strategic Communication for Sustainable Development

Announcements Course Ask a Question Progress



Unit 3 - Week 2

Course outline

How to access the portal ?

Week 1

Week 2

- Lecture 05 : Approaches to Sustainability Communication : Strong Sustainability
- Lecture 06 : Approaches to Sustainability Communication : Integrative Approach
- Lecture 07 : Sociological Perspectives on Sustainability Communication
- Lecture 08 : Psychological Perspectives on Sustainability Communication
- Lecture 09 : Psychological Perspectives on Sustainability Communication (Contd.)
- Lecture 10 : Steyn and Puth's Model for Communication Strategy
- Lecture 11: Application of Steyn and Puth's Model to Development
- Quiz : Week 2 : Assignment 2

Week 2 : Assignment 2

The due date for submitting this assignment has passed. **Due on 2016-09-22, 23:30 IST**
As per our records you have not submitted this assignment.

1) A method of sustainability communication that emphasizes the ability of social communities to become aware of their own needs, seek the required knowledge, and learn to deal with their own problems, is termed as: **1 point**

- Social marketing
- Education for sustainable development
- Participation
- None of the above

No, the answer is incorrect.

Score: 0

Accepted Answers:

Education for sustainable development

2) According to Rogers (1972), the diffusion of a new idea among the stakeholders depends largely upon **1 point**

- The diversity of applications of the new idea
- The diversity of channels through which the new idea is sent
- The integration of the new idea with the social fabric
- None of the above

No, the answer is incorrect.

Score: 0

Accepted Answers:

The integration of the new idea with the social fabric

3) The theory of weak sustainability suggests that: **1 point**

- The total quantum of capital – manmade, natural, etc. should be preserved
- The diverse packages of capital – manmade, natural, etc. should be preserved in optimal proportions while keeping the total quantum similar
- The diverse packages of capital – manmade, natural, etc. should be preserved in optimal proportions, irrespective of the total quantum of resources
- None of the above.

No, the answer is incorrect.

Score: 0

Accepted Answers:

The total quantum of capital – manmade, natural, etc. should be preserved

4) According to the systems theoretical perspective, risk communication may be understood as: **1 point**

- Slides for Week 2
- References for Week 2
- Solution to Assignment 2

Week 3

Week 4

- Communication among laypersons and experts about the impending risks in the environment
- Communication among a diversity of stakeholders about the risks to the environment they share
- Creation of a common understanding among a diversity of stakeholders regarding a shared risk
- None of the above

No, the answer is incorrect.

Score: 0

Accepted Answers:

Creation of a common understanding among a diversity of stakeholders regarding a shared risk

5) Political communication may be understood as communication regarding:

1 point

- The science behind risk explained by scientists to politicians
- The science behind risk explained by politicians to general public
- The science behind risk used by politicians to formulate policies for the general public
- None of the above

No, the answer is incorrect.

Score: 0

Accepted Answers:

The science behind risk used by politicians to formulate policies for the general public

6) The discourse theory approach to institutional practices proposes that:

1 point

- Human action is a result of co-creation of meaning of different environmental phenomena
- Human action is a result of the hierarchies of meaning attributed to different environmental phenomena
- Human action is a result of the homogenization of meaning of different environmental phenomena
- None of the above

No, the answer is incorrect.

Score: 0

Accepted Answers:

Human action is a result of co-creation of meaning of different environmental phenomena

7) Scientific communication involves:

1 point

- Communication about scientific developments
- Communication that explains complicated scientific phenomenon in a language non-scientific people can understand
- Communication to enhance and encourage scientific developments
- None of the above

No, the answer is incorrect.

Score: 0

Accepted Answers:

Communication that explains complicated scientific phenomenon in a language non-scientific people can understand

8) The theory of strong sustainability suggests that:

1 point

- Nature is the only important capital
- Nature is one among the different types of capital
- Nature forms the basis for the generation of different types of capital
- None of the above

No, the answer is incorrect.

Score: 0

Accepted Answers:

Nature forms the basis for the generation of different types of capital



Previous Page

End



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