

NPTEIN

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Courses » Strategic Communication for Sustainable Development



Announcements C

Course

Ask a Question

Progress

Unit 3 - Week 2



Course outline

How to access the portal?

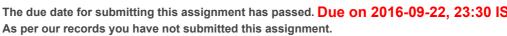
Week 1

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





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

Score: 0

None of the above

Accepted Answers:

No, the answer is incorrect.

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

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