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Courses » Strategic Communication for Sustainable Development

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## Unit 5 - Week 4

### Course outline

How to access the portal ?

Week 1

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Week 4

- Lecture 20 : Media and Sustainability Communication
- Lecture 21 : ICTs in Sustainable Development
- Lecture 22: Community Informatics
- Lecture 23 : Challenges to the use of ICTs in Sustainable Development Efforts
- Lecture 24: Wrap up and Conclusion
- References for Week 4
- Quiz : Week 4 : Assignment 4
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### Week 4 : Assignment 4

The due date for submitting this assignment has passed. **Due on 2016-10-06, 23:30 IST**  
As per our records you have not submitted this assignment.

1) The cumulative model of determination of topics that are communicated through mass media involves **1 point**

- An intensification of reporting that leads to a higher ranking of the topic on the audience agenda.
- Facilitating the topic becoming a part of the audience agenda when a minimum amount of reporting has taken place.
- Achievement of a certain status and ranking by a topic in the eyes of the audience beyond which intensive reporting has little or no impact on the ranking of the respective topic.
- None of the above.

**No, the answer is incorrect.**

**Score: 0**

**Accepted Answers:**

*An intensification of reporting that leads to a higher ranking of the topic on the audience agenda.*

2) Preventive communication involves: **1 point**

- Preventing communication during disasters.
- Communication with the society asking them to prevent risks.
- Communication about the potential risks in the environment.
- None of the above.

**No, the answer is incorrect.**

**Score: 0**

**Accepted Answers:**

*Communication about the potential risks in the environment.*

3) According to Styne and Puth's model, at the strategic level of the development of enterprise strategy, the communicator's role includes: **1 point**

- Understanding the environment in which the organization is functioning in relation to the overall corporate strategy.
- Developing a plan for implementing communication strategies in line with the overall corporate strategy.
- Taking feedback from the environment regarding the communication strategies that have been implemented and their impact on the overall corporate strategy.
- None of the above.

**No, the answer is incorrect.**

**Score: 0**

**Accepted Answers:**

*Understanding the environment in which the organization is functioning in relation to the overall corporate strategy.*

4) Among the tools of strategic communication of sustainable development 1 point proposed by GTZ, *Formal Education* is

- Sharing of knowledge, values, social & communication as well as entrepreneurial & technical skills in a process and action oriented way so as to foster sustainable development.
- Institutionalized teaching of factual knowledge of physical, chemical and biological inter-relationships of complex natural systems and their reactions to human interventions on a local, regional & global scale.
- Further professional qualification and capacity building for planning, implementing, & monitoring sustainable production & service provision processes in all sectors.
- None of the above.



**No, the answer is incorrect.**

**Score: 0**

**Accepted Answers:**

*Institutionalized teaching of factual knowledge of physical, chemical and biological inter-relationships of complex natural systems and their reactions to human interventions on a local, regional & global scale.*

5) According to GTZ, the conventional communication approach proposes 1 point that in the context of sustainable development, communication is

- An information giving tool that is isolated from the rest of the activities contributing to sustainable development.
- An integral part of the efforts contributing to sustainable development and inter-twined with all development activities right from the start.
- Both a barrier to and a facilitator of activities contributing to development efforts.
- None of the above.

**No, the answer is incorrect.**

**Score: 0**

**Accepted Answers:**

*An information giving tool that is isolated from the rest of the activities contributing to sustainable development.*

6) In an organization, the intranet is a form of:

1 point

- Externalizing ICT system.
- Internal ICT system.
- Hybrid ICT system.
- None of the above.

**No, the answer is incorrect.**

**Score: 0**

**Accepted Answers:**

*Internal ICT system.*

7) Which of the following is an application of Universal Design Principles of ICT? 1 point

- Availability of the same internet sites all over the world in English.
- Availability of the same internet sites all over the world in local and international languages.
- Availability of the same internet sites all over the world.

None of the above.

**No, the answer is incorrect.**

**Score: 0**

**Accepted Answers:**

*Availability of the same internet sites all over the world in local and international languages.*

8) The accounts section in an organization is an example of:

1 point

- An integrative system.
- A communicative system.
- A domain specific processing system.
- None of the above.

**No, the answer is incorrect.**

**Score: 0**

**Accepted Answers:**

*A domain specific processing system.*



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