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| Autore | Lindell Michael K |
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| Edizione | [1st ed.] |
| Descrizione fisica | 1 online resource (x, 262 p.) : ill |
| Collana | Communicating effectively in multicultural contexts |
| Altri autori (Persone) | PerryRonald W |
| Disciplina | 363.1/056 |
| Soggetti | Environmental impact statements Pollution - Social aspects Environmental policy |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Note generali | Description based upon print version of record. |
| Nota di bibliografia | Includes bibliographical references (p. 223-246) and index. |
| Nota di contenuto | Cover; Contents; Preface; 1 - Risk Communication, Culture, and Ethnicity; 2 - Theoretical Bases of Risk Communication; 3 - Disaster Warnings as Risk Communication; 4 - Hazard Awareness as Risk Communication; 5 - Approaches to Influencing Hazard Adjustment Adoption; References; Index |
| Sommario/riassunto | The authors explore the nature of natural hazards (earthquakes, floods, etc.) and technological dangers (hazardous waste, nuclear power plants, etc.), develop a model for understanding people's reaction to risk messages (Do they evacuate when the weather dictates as much? Do they protest the impending construction of a nuclear power plant?), and demonstrate how effective strategies for disseminating risk messages can be devised. |