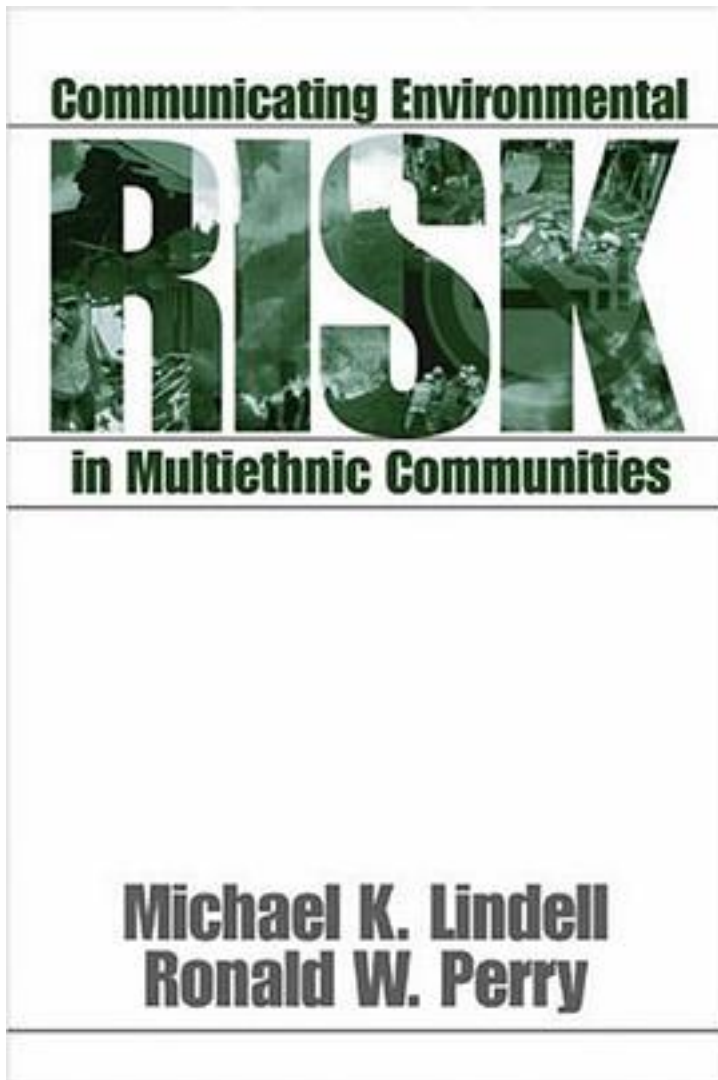


Communicating Environmental Risk in Multiethnic Communities



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著者:Lindell, Michael K./ Perry, Ronald W.

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Communicating Risk in Multicultural Communities examines methods governmental agencies use to inform multicultural communities of risks that either do or may affect their lives. 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.

作者介绍:

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