New Global Digital Handbook Equips Communicators to Tackle Mis/Disinformation

The Communicators Handbook Tools Techniques And Technology

Patricia Calvert

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Conservation Education and Outreach Techniques Susan K. Jacobson,Mallory McDuff,Martha Monroe,2015-09-03 The conservation of biological diversity depends on people s knowledge and actions This book presents the theory and practice for creating effective education and outreach programmes for conservation The authors describe an exciting array of techniques for enhancing school resources marketing environmental messages using social media developing partnerships for conservation and designing on site programmes for parks and community centres Vivid case studies from around the world illustrate techniques and describe planning implementation and evaluation procedures enabling readers to implement their own new ideas effectively Conservation Education and Outreach Techniques now in its second edition and updated throughout includes twelve chapters illustrated with numerous photographs showing education and outreach programmes in action each incorporating an extensive bibliography Helpful text boxes provide practical tips guidelines and recommendations for further exploration of the chapter topics This book will be particularly relevant to conservation scientists resource managers environmental educators students and citizen activists It will also serve as a handy reference and a comprehensive text for a variety of natural resource and environmental professionals Technical Writing, Presentational Skills, and Online Communication: Professional Tools and Insights Greenlaw, Raymond,2012-03-31 This book is a collection of work to assist any professional who needs to deal with ethical issues write up a technical project give or develop a presentation or write material for an online audience Provided by publisher **Making Health Communication Programs Work (rev. Ed.)** Elaine Bratic Arkin,2009-05 A revision of the original Making Health Communication Programs Work first printed in 1989 which the Nat Cancer Inst NCI developed to guide communication program planning During the 25 years that NCI has been involved in health communication ongoing evaluation of their communication programs has affirmed the value of using specific communication strategies to promote health and prevent disease Research and practice continue to expand the NCI s understanding of the principles and techniques that provide a sound foundation for successful health communication programs This revision updates communication planning guidelines to account for advances in knowledge and technology during the past decade *The Communicator's Handbook* Agricultural Communicators in Education (U.S.),1996 *Environmental Communication. Second Edition* Richard R. Jurin,Donny Roush,K. Jeffrey Danter,2010-07-20 Environmental professionals can no longer simply publish research in technical journals Informing the public is now a critical part of the job Environmental Communication demonstrates step by step how it s done and is an essential guide for communicating complex information to groups not familiar with scientific material It addresses the entire communications process from message planning audience analysis and media relations to public speaking skills a good communicator must master for effective public dialogue Environmental Communication provides all the knowledge and tools you need to reach your target audience in a persuasive and highly professional manner This book will certainly help produce

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