

# Preface

Climate change and its challenge for a sustainable planet has engaged wider public debate on the culture, values, lifestyles and actions of contemporary societies across nations. Choices about how to formulate, design and implement development strategies have become more complex. *Communication, Culture and Ecology: Rethinking Sustainable Development in Asia* approaches the field of sustainable development from cultural and ecological perspectives. It explores the construct of sustainable development with participative and grassroots communication approaches. The book brings together communication perspectives and approaches towards achieving a sustainable future that can be found in diverse cultures on ecological and environmental issues and green communication in diverse cultural settings. It aims to contribute to knowledge, applications, cultural values and sensitivities of communication for sustainable development especially in the South Asian and South East Asian region but is not restricted to it.

This book offers comprehensive insights into the cultural and ecological values that influence sustainable development across Asia. It addresses the cultural, religious and philosophical moorings of development through participatory and grassroots communication approaches. The three main goals of the book are to provide an essential for understanding and applying the dynamics of culture and ecology in development, add new insights in communication for sustainable development through a grassroots perspective and provide ways to identify the challenges of development strategies in the light of enlightened community participation.

The book presents a range of contributions and case studies from leading experts in Asia to highlight the debates on environmental communication and sustainable development that are of great relevance today. The thrust is on providing an overview of the positive traditions of ecological sensitivity and cultural communication that may find common ground between communities. It is a well-researched guide on the dynamic and complex terrain of communication for sustainable development. The uniquely practical perspectives on communication, environment and sustainable development will be of immense value for policy

makers, media scholars, development practitioners, researchers and students of communication and media.

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