



Entertainment-Education: A Communication Strategy for Social Change (Routledge Communication Series)

Arvind Singhal, Everett Rogers

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Arvind Singhal and Everett M. Rogers have developed this unique volume focused on the history and development of entertainment-education. This approach to communication is the process of designing and implementing a media message to both entertain and educate to increase audience members' knowledge about an educational issue, create favorable attitudes, and change overt behavior. It uses the universal appeal of entertainment to show individuals how they can live safer, healthier, and happier lives. Entertainment formats such as soap operas, rock music, feature films, talk shows, cartoons, comics, and theater are utilized in various countries to promote messages about educational issues. This book presents a balanced picture of the entertainment-education strategy, identifying ethical and other problems that accompany efforts to bring about social change.

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