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ENTERTAINMENT-EDUCATION AND SOCIAL CHANGE

History, Research, and Practice

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“This admirable book covers all the important entertainment-education topics: history, theory, practical applications, evaluation, and case studies from around the world. It’s not only the most up-to-date and comprehensive work in the field; it irrevocably puts the field on the map, both for academics and for industry professionals.”

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Associate Dean, USC Annenberg School for Communication; Director, The Norman Lear Center

“This important volume significantly advances the theory and practice of entertainment-education, helping to fulfill the exciting promise of this approach for promoting prosocial and health initiatives. The chapters offer a rich combination of conceptually sophisticated ideas and applied examples from around the world. By refining and elaborating basic principles, isolating key strategic components, and demonstrating effectiveness in varied settings, these scholars and practitioners have elevated E-E to a more central position in the communication field.”

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Chair, Department of Communication, Michigan State University

The present book grew out of several previous efforts to tell the story of entertainment-education. Entertainment-Education and Social Change represents a resource book that introduces its readers to E-E literature written from varied perspectives. Chapter authors include E-E theoreticians, practitioners, and researchers, and display a wide range of nationalities and theoretical orientations. This diversity of thought is typical of entertainment-education today—a movement that has moved far beyond its beginnings.

This resource book introduces readers to the E-E literature from historical, theoretical, and practical perspectives. Examples of successful E-E designs, theories, and applications make this a useful and practical volume to scholars, administrators, and practitioners in communication, public and behavioral health, social work, and other arenas concerned with strategies for changing people’s behaviors. Featuring an agenda for future E-E initiatives and campaigns worldwide, the book includes a number of international contributors in addition to U.S. scholars and will appeal to readers throughout the world—particularly those working for social change in developing countries.

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