

The Norman Lear
CENTERTAINMENT
Exploring Implications of the Convergence of Entertainment, Commerce, and Society

For Release

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**Albert Bandura Wins 2007 Rogers Award for Achievement in
Entertainment-Education**

Award remembers former USC Annenberg professor by honoring pioneering practitioner

LOS ANGELES, August 28, 2007 – **Albert Bandura**, a pioneer in the international field of entertainment-education, is the 2007 recipient of the **Everett M. Rogers Award for Achievement in Entertainment-Education**. He will be recognized as the third recipient of the annual award at the Sentinel for Health Awards ceremony on September 19, 2007 at the Academy for Television Arts & Sciences in North Hollywood.

Hosted by the Norman Lear Center at the USC Annenberg School for Communication, the annual Rogers Award and Colloquium are given in memory of **Everett M. Rogers**, a former associate dean and the Walter H. Annenberg Professor of Communication at the USC Annenberg School. The Rogers Award honors exceptional creativity in the practice of entertainment-education and excellence in research on the use of entertainment to deliver pro-social messages aimed at improving the quality of life of audiences in the United States and abroad.

“To say that Dr. Bandura’s scholarship has made a substantial impact on the field of entertainment-education (E-E) in the United States and overseas, to many of us, would represent a gross understatement,” says **Arvind Singhal, Ph.D.** the 2005 recipient of the Rogers Award and the heir to Professor Rogers’ work in Entertainment Education, media effects and communication development. “Much is written, said, and known about Dr. Bandura’s pioneering work in the area of social learning and social cognitive theory, including its direct influence on the design of the original entertainment education telenovelas in Mexico, produced by Miguel Sabido, the winner of the 2006 Rogers Award.”

Bandura, a professor and a psychologist, has become arguably best known for his work on social cognitive theory and on self-efficacy. Of the hundreds of studies that he conducted, his Bobo doll experiments of the early 1960s, were seminal in their influence on the field of entertainment-education. As part of the September 19th award activities, he will discuss his career in entertainment-education as part of the Everett M. Rogers Colloquium luncheon at the USC Annenberg School for Communication.

Bandura introduced a large number of variations on the Bobo doll study that allowed Bandura to establish that there were certain steps involved in the modeling – or observational learning – process. Importantly, Bandura’s experiments showed that audience members learn models of behavior as effectively from televised models as from ones in real-life. These principles of role modeling, derived from the Bobo doll experiments and articulated in Bandura’s social learning cognitive theory, were creatively employed by Miguel Sabido at Televisa, the Mexican national television network, to produce seven entertainment-education telenovelas between 1975 and 1982, including *Ven Conmigo*, which was about adult literacy. Data gathered by Mexico’s Adult Education System showed that between November 1975 and December 1976 (the period during which *Ven Conmigo*, the telenovela promoting adult literacy was broadcast), 839,943 illiterates enrolled in adult literacy classes in Mexico.

Recipients of the Rogers Award are selected by a jury of prominent scholars in the field of health communication. **Peter Clarke**, former USC Annenberg dean who now holds a joint faculty appointment at USC Annenberg and the Keck School of Medicine at USC chaired the selection committee.

The award will be presented to Bandura during the eighth annual Sentinel for Health Awards ceremony, which is hosted by Hollywood, Health & Society, a project of the USC Annenberg Norman Lear Center, the Centers for Disease Control and Prevention, and the National Cancer Institute. The Awards recognize exemplary achievements in television storylines that inform, educate and motivate viewers to make choices for healthier and safer lives.

The Norman Lear Center is a multidisciplinary research and public policy center exploring implications of the convergence of entertainment, commerce and society. Based at the USC Annenberg School for Communication, the Lear Center works to bridge the gap between the entertainment industry and academia, and between them and the public. For more information, visit www.learcenter.org.

Located in Los Angeles at the University of Southern California, the USC Annenberg School for Communication is among the nation’s leading institutions devoted to the study of journalism and communication, and their impact on politics, culture and society. With an enrollment of more than 1,900 graduate and undergraduate students, USC Annenberg offers Bachelor’s, Master’s and doctoral degrees in journalism, communication, public diplomacy and public relations. For more information, please visit www.annenberg.usc.edu.

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