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Through the Internet to Hard-to-Reach U.S. Audiences in the Southwest; III: Entertainment-Education Interventions and Their Outcomes

16 Entertainment-Education in the Middle East: Lessons From the Egyptian Oral Rehydration Therapy Campaign
17 The Turkish Family Health and Planning Foundation's Entertainment-Education Campaign;
18 Cartoons and Comic Books for Changing Social Norms: Meena, the South Asian Girl;
19 Air Cover and Ground Mobilization: Integrating Entertainment-Education Broadcasts With Community Listening and Service Delivery in India;
20 Entertainment-Education Through Participatory Theater: Freirean Strategies for Empowering the Oppressed;
21 Soap Operas and Sense-Making: Mediations and Audience Ethnography
22 Entertainment-Education and Participation: Applying Habermas to a Population Program in Nepal
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Sommario/riassunto

Entertainment-Education and Social Change introduces readers to entertainment-education (E-E) literature from multiple perspectives. This distinctive collection covers the history of entertainment-education, its applications in the United States and throughout the world, the multiple communication theories that bear on E-E, and a range of research methods for studying the effects of E-E interventions. The editors include commentary and insights from prominent E-E theoreticians, practitioners, activists, and researchers, representing a wide range of nationalities and theoretical orientat
