

1. Record Nr.	UNINA9910465841603321
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Titolo	Using entertainment-education for distance education // Esta de Fossard, Michael Bailey
Pubbl/distr/stampa	New Delhi, India : , : Sage, , 2016 ©2016
ISBN	93-5150-758-0 93-5150-760-2
Edizione	[Second edition.]
Descrizione fisica	1 online resource (310 p.)
Collana	Communication for Behavior Change ; ; Volume 3
Disciplina	361.20715
Soggetti	Community development personnel - Training of Mass media in community development Distance education Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover; Contents ; List of Images ; List of Abbreviations ; Preface ; Acknowledgments ; Part 1 Project Development and Management by Esta de Fossard ; Part 2 For the Writer ; Part 3 Auxiliary and Support Materials ; Part 4 The Internet and Distance Education by Michael Bailey ; Summary ; Appendix ; References ; Index ; About the Authors ; 1 Providing Distance Education through Edu-Tainment ; 2 Managing the Edu-tainment Project ; 3 Starting Up the Edu-tainment Project ; 4 The Curriculum Guide ; 5 The Role of the Writer for Edu-tainment Programming 6 Edu-tainment Formats-Radio: The Fictional Workshop 7 Edu-tainment Formats-Radio or TV: The Drama Series ; 8 Edu-tainment Formats: The Drama Serial and Synergistic Programming ; 9 Edu-tainment Formats-TV or Radio: The Magazine and Reality Programming ; 10 Edu-tainment Formats-The Case Study: TV, CD, DVD or Video ; 11 Support Materials for Edu-tainment Programs ; 12 The Significance of Accessible Health Information ; 13 The Global End to End Media Distribution Process ; 14 Context ; 15 Key Challenges ; 16 How to Make it Happen

**Sommario/riassunto**

A valuable resource for creating distance education programs for radio, TV, Internet and mobile, using an entertainment-education approach.

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