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Nota di contenuto	Cover; Contents; Prologue; PART 1: Introduction to Entertainment-Education Radio Drama; 1 - Radio Drama for Behavior Change; 2 - The Design Approach: The Design Document; 3 - The Design Approach: The Design Team; 4 - The Design Approach: The Design Workshop; PART 2: For the Program Manager; 5 -Starting Up the Radio Serial Drama Project; 6 - The Program Manager and the Writing Process; 7 - The Preproduction Phase; 8 - The Production Phase; 9 - Guidelines for Radio Actors; 10 - Guidelines for Radio Actors; PART 3: For the Writer; 11 - Writing Entertainment-Education Drama 12 - Blending Story and Message in the Drama Plot 13 - Character Development; 14 - Developing the Setting; 15 - Writing for the Ear; 16 - Scene Development; 17 - The Finished Script and the Writer's Checklist; 18 - Success of Radio Entertainment-Education Programs; Appendix A: Sample Design Document; Appendix B: For the Design Workshop; Appendix C: Design Workshop Question Guide; Appendix D: Journey of Life Episode Synopsis; References and Select Bibliography; Index; About the Author
Sommario/riassunto	How to create radio dramas that encourage positive behavior change