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# WRITING AND PRODUCING FOR TELEVISION AND FILM (COMMUNICATION FOR BEHAVIOR CHANGE: VOLUME 2)



Sage Publications, New Delhi, India, 2005. Paperback. Book Condition: New. First Edition. Role models from the visual media often spark in viewers the will to emulate desired behavior. The Entertainment-Education method combines emotional appeal and relevant knowledge in order to promote such behavior change. This book is the second in a three-book series titled Communication for Behavior Change, aimed at all producing or directing Entertainment-Education dramas for television and film. The authors, both leading practitioners in the field of Entertainment-Education, are well in detail on...

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- Authored by John Riber
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