

Contribution 1:

Dear Bill,

I'm interested to know whether you've found any difference between the genders in how they respond to Radio or TV drama. While women are stereotypically thought to be more 'emotional' and therefore more influenced by drama, your example in the Ethiopian radio serial brought about a larger change in behaviour among men than among women - I'm curious as to why you think this may be the case.

I must admit, as a social communications professional who has been trained in a European social psychology framework, I tend to be a little skeptical of radio and TV as 'behaviour change' mechanisms. I think it is quite easy to get into dicey territory when outsiders are using persuasive media to influence change without looking at the social ramifications of that change.

My question is really about the research that is done about the audience - do you leave room for a potential shift in the behavioural goals you set out in the beginning? Is there any research done on the appropriateness of these goals in a specific cultural context?

Thanks for the discussion - this is truly fascinating!

All the best,

Jenevieve

Jenevieve Mannell [jenevieve.mannell@dlgroup.ca]

+++++

Contribution 2:

Dear all,

This is the next response to the discussed questions from a medical student in the capital of Bulgaria - Sofia. And this time I'd like to say you inspired me and reminded me a really famous case in UK, but let's go step by step:

1. How do you define the term, entertainment-education?

Entertainment education, in my humble opinion should be our goal for element of the education as a whole.

Its idea is truly simple: conveying important ideas and educating people while they are amused, entertained and consequently relaxed and prone to receive and remember that information. It may be done using media of course, but could also be implemented in school education: films as part of the curricula are just an example.

As you might see I'm hurrying up to answer the second question, which made me think about one of my favorite authors Douglas Adams. Everybody have heard of "the hitch hikers guide to the galaxy" and I sincerely hope there is none in the forum thinking it is just a Hollywood film. But also a less known fact is that this story began as a radio play

Tuesday, April 10, 2007

and after its huge success it was all gathered in a book. Do you remember the first chapter where the earth is about to be destroyed to clear up for a universal motorway? Remember the vogons speaking? So imagine that announcement made on the radio in a time when the radio was one of the major sources of information. Did it work - off course, many people thought the announcement that the earth is being destroyed is real and it caused a huge panic...

so is there any doubt radio interventions are working? Yes, some of you may say that today thins have changed, but anyway the radio still has its impact. Most of us listen to radio at their cars on their way to work or probably even at their office.

Not to mention the teenagers listening all the time to music radio stations, radio is still at its power, complementing to the other media types- tv, press...

3. The effect of programs on the radio really depends on the manner they are done and on the audience covered. It is similar to what we discussed about tv.

There are againg target groups and if covered correctly the outcome may be more than long-lasting (even a scandal as it happened with Douglas Adams :)) A fresh example are the BBC discussions - do they have a long-lasting effect, I think so, lots of people around the world are listening to the radio, Today the BBC is lots more than just news and entertainment.

Looking forward to hearing from the forum, it gets more and more exciting :)

Yours,

Kami

Kamelia Stanoeva

Local Officer on human Rights and Peace (LORP) - Sofia 2006-2007 Association of Medical Students in Bulgaria (AMSB) <http://amsbulgaria.org/> International Federation of Medical Students` Associations (IFMSA) <http://www.ifmsa.org/>

Mobile phone: ++359 88 563-94-96

Tel/Fax: ++359 2 998-41-01

e-mail: kami.amsb@yahoo.com

ICQ: 310724284

MSN: kami.amsb@hotmail.com

+++++