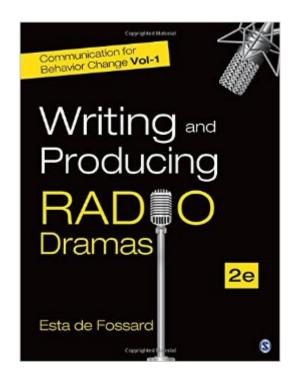
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Communication For Behavior Change: Volume I: Writing And Producing Radio Dramas





Synopsis

The book demonstrates how to create RADIO DRAMAS that encourage people to makpositive behavioral changes to improve their lives. Itprovides instructions, examples, and samples on the creation of serial or stand-alone radio dramas that will attract the attention of audiences. The book teaches people how to: Create RADIO DRAMAS that will appeal to aselect audience Â Create characters that represent and attract the target audience Â Â Â Â Â Â Â Â Â Create convincing ways to improve the standard of livingof the audience Conduct design workshops for preparing design documents thathelp script writers create â ^convincingâ ™ dramas containing the behavior-change message accuratelyÂ

Book Information

Series: Communication for Behavior Change Paperback: 324 pages Publisher: SAGE Publications Pvt. Ltd; 2 edition (August 19, 2015) Language: English ISBN-10: 9351501663 ISBN-13: 978-9351501664 Product Dimensions: 7.2 x 0.7 x 9.5 inches Shipping Weight: 1.2 pounds (View shipping rates and policies) Average Customer Review: Be the first to review this item Best Sellers Rank: #2,625,591 in Books (See Top 100 in Books) #115 in Books > Humor & Entertainment > Radio > Reference #1414 in Books > Humor & Entertainment > Radio > General Broadcasting #3594 in Books > Textbooks > Communication & Journalism > Communications

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