

## 6.6.05 Entertainment Education: (Chris & Joe of Population Media Center)

Entertainment weaved with an educational message and how this is used to change peoples behavior.

Behavior change:

Stages of change

- 1: pre-contemplation
- 2: contemplation
- 3: intention/determination
- 4: action
- 5: advocacy & maintenance

\*role modeling is more effective than messages

\*self-efficacy is critical (need to believe that change is possible and within my control) - in a lot of worldwide societies, this is not a given (or allowed for that matter)

Motivating Outcomes

- Material / physical - financial, health
- social acceptance by others
- self - respect: personal - the kind of person you want to be

Theoretical Basis for Sabido Methodology

Miquel Sabido

- VP of Research at Televisa (mexican national TV)
- TV producer & director
- "entertainment with Proven Social Benefit" (theoretical model to motivate pro-social attitudinal and behavioral changes) (this stemmed from the Singer Sowing Machine anecdote or the Mexican birth rate going down due to soap opera content)
- between '75 - '81, he produced 7 "social content" serial dramas in Mexico

Shannon & Weaver's Communication Model was then modified to the Circular Model of Communication which evolved to the "two-step" communication theory (adapted from Paul Lazarfeld)

Eric Bentley

Dramatic Theory:

- 5 genres of theatre (tragedy, comedy, tragicomedy, farce<grotesque, ridiculous> and *melodrama* [which is what we are going to focus on])
- melodrama presents moral dilemmas in conflict
- emphasis is on the emotional (emotive) response to the dilemma
- blurs reality and fantasy
- suspense is sustained through use of "cliffhangers"
- "cliffhangers" stems from "The Perils of Pauline"

Albert Bandura

Social Learning Theory/social cognitive theory

- We learn new behaviors from role models ("vicarious learning")
- increase in self-esteem and self-efficacy through "modeling"

- importance of observing the consequences of behaviors (rewards and punishments) aka learning from other people's consequences (both good and bad)
- importance of having models who are like the target group aka the two groups must be similar

Karl Jung

Archetypes and stereotypes: Theory of the Collective Subconscious

- stories and scenes with familiar themes or characters that everyone knows ("universal stories")
- The Sabido methodology uses formative research in order to identify culturally-specific versions of these archetypes
- stereotypes of positive (pro-social) and negative behaviors - can be modeled into the serial drama

Miguel Sabido

Theory of the Tone

- an actor can have different effects on the audience by channeling the energy in different zones of the body
- a complete message speaks to different levels of perception
  - energy behind the eyes : conceptual tone
  - energy at the base of the neck :emotional tone
  - energy from genitals: wild tone

Paul MacLean

theory of the three levels of the brain

Sabido Method

three classic characters

positive - negative - transitional\*

\*transitional characters must be like your target so that they want to strive to be like them. 1)start by suffering  
2)discover the infrastructure 3) start to use services 4)crisis 5) victory

Role models must:

believe in themselves

energy to overcome obstacles

empathy/sympathy

demonstrate how to deal with dilemmas

reinforce those who have changed behavior and help to prevent "backsliding"

these characters should suffer from something they can control

PT 2 w/ Joe of ClearVision

Joe works mostly in the context of Hollywood Models where he is trying to apply the model from developing nations to prime time commercial. (David Point-Dexter was mentioned)

One of the problems in introducing shows and ideas like this is that Hollywood has a problem grasping the thought that something that is working in developing nations will be applicable to the US.

Soul City & Soul Buddy (Africa)

deals with four issues per season with HIV AIDS a whole running theme