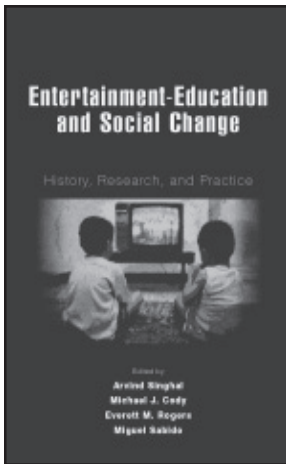


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## ENTERTAINMENT-EDUCATION AND SOCIAL CHANGE

History, Research, and Practice

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This resource book introduces readers to the E-E literature from historical, theoretical, and practical perspectives. Examples of successful E-E designs, theories, and applications make this a useful and practical volume to scholars, administrators, and practitioners in communication, public and behavioral health, social work, and other arenas concerned with strategies for changing people's behaviors. Featuring an agenda for future E-E initiatives and campaigns worldwide, the book includes a number of international contributors in addition to U.S. scholars and will appeal to readers throughout the world—particularly those working for social change in developing countries.

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