

Greetings everyone! We continue the Week 3 with some insightful comments and questions from our participants as well as facilitators.

Here is a summary received from you recently:

Are there any differences between the genders in how they respond to Radio or TV dramas? “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.”

What are the ethical repercussions of behaviour change programs using media such as radio or TV? Is there any research done on the appropriateness of media campaigns' goals in a specific cultural context?

Another participant provided input on the definition of entertainment-education, in which she states that the “entertainment” part should be an element of any form of education as a whole in order to establish a comfortable and relaxed working environment and engaged learners (and perhaps teachers as well), and not only the standard didactic process.

Kami, our participant from Bulgaria reminds us of a historical event that should certainly stand as a lesson to all of us in the field of mass communication – the radio program “The Hitchhiker's Guide to the Galaxy” which was originally broadcast by BBC in 1978, which produced a great scare in the listeners who actually thought that the Earth was being destroyed by aliens. Kami continues to suggest that even in areas where there are other media available, young people (and others) listen to the radio nonetheless.

Great comments and questions and I look forward to hearing from Bill and his colleagues.

Best,

Srdjan