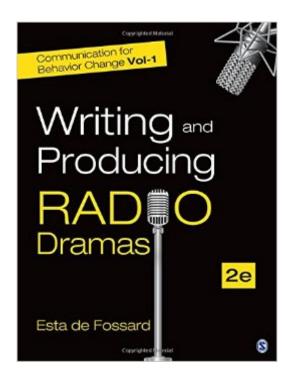
## The book was found

# 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. It provides 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 A Create characters that represent and attract the target audience Â Â Â Â Â Â Â Întroduce subtle and 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

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