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## Communication Campaigns That Combine Fun and Learning

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### Abstract

Within the ongoing history of storytelling, one component that has persisted for a very long time is the idea of combining pleasure and wisdom in equal measure. Throughout the course of human history, different nations have utilised a variety of cultural expressions, such as music, theatre, dance, and other folk media, for extended periods of time as a way of instructing their citizens, effecting social transformation, and engaging in recreational activities. The idea of "entertainment-education" is a relatively recent phenomenon that has acquired significance in recent decades due to intentional incorporation in various forms of media such as popular music, radio, television, comic books, and other forms of media (Singhal & Rogers, 1999; Valente, Kim, Lettenmaier, Glass, & Doh 1994). This intentional incorporation has contributed to the growth of the phenomenon known as "entertainment-education." Miguel Sabido, a Mexican television writer, producer, and director, was inspired to create a framework for including both entertaining and educational elements in soap operas as a result of the success that *Simplemente Marfa* had among its audience as well as the unintentional educational impact that the show had. Sabido drew his inspiration from both the show's success among its audience as well as its impact. Between the years 1975 and 1982, Sabido produced seven different series of television soap operas that were aimed at educating viewers while still being entertaining. According to Nariman (1993), these activities were crucial in fostering the adoption of family planning methods, increasing participation in adult literacy programmes, and furthering gender equality. The entertainment-education soap operas that were created by Sabido were able to attract audiences that were comparable to those that other soap operas on Televisa were able to

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attract, which contributed to the financial success of Televisa, the most important television network in Mexico.

**Keywords:** Communication Campaigns, Combine Fun and Learning.

## Introduction

Conducting a search to identify the qualities, requirements, and preferences of the target audience for the entertainment-educational programme can contribute to enhancing its design. Based on a formative evaluation study conducted in Tanzania in 1992, it was observed that a number of persons, including those who relied on the rhythm method of contraception, lacked knowledge regarding the specific days within a woman's menstrual cycle that are associated with higher fertility. According to Rogers et al. (1999), factual material was then included into the radio soap opera Twende na Wakati (Let's Go With the Times).

Initiatives pertaining to multimedia transmissions and advertising campaigns.

The impact of entertainment-education is enhanced when a diverse range of extracurricular activities are incorporated into a comprehensive communication endeavour. During the late 1980s, Population Communication Services at Johns Hopkins University utilised rock music songs as a means to promote sexual responsibility among Filipino youths. Various forms of media were utilised to support the music, including print and TV advertising, as well as in-person performances by the two vocalists.

## The numerical range between 346 and 446.

The design of messages can be informed by many theoretical frameworks. These frameworks provide insights into how messages might be structured and delivered effectively to achieve desired outcomes. By using theory to message design, communicators can enhance the clarity, persuasiveness, and impact. The content of the entertainment-education intervention is developed by incorporating a range of behaviour change ideas. Bandura's (1977, 1997) social learning theory is frequently employed in academic discourse. This theory posits that learning can transpire through the observation of media

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role models, and it suggests that this form of learning tends to be more effective compared to learning derived from direct personal experiences.

Sabido's entertainment-education soap operas in Mexico showcased three distinct categories of role models: (a) positive role models who consistently embody and promote educational values, (b) negative role models who actively oppose these values, and (c) transitional role models who undergo a transformation from negative to positive behaviour over the course of the soap opera's broadcast. Characters undergoing a transformation often exhibit initial tendencies as poor role models or display a gradual acquisition of the necessary behavioural traits. The epilogues serve as concise comments provided by a notable figure that establish a connection between the narrative and the experiences of individuals, so reinforcing and shedding light on the attitudes and actions of transitional characters as they undergo a transformation towards their educational significance.

In the narrative, when a character who serves as a bridge between different circumstances or a positive exemplar adheres to socially sanctioned behaviour, such as engaging in family planning, they are promptly granted a reward. The repercussions of a negative role model's involvement in socially unacceptable behaviour are promptly observed. The character Mkwaju, a truck driver in the Tanzanian radio soap opera *Twende na Wakati*, serves as a negative portrayal of sexual responsibility. Mkwaju exhibits promiscuous behaviour, engaging in relationships with commercial sex workers and ultimately contracting AIDS. Consequently, the protagonist experiences the loss of his familial ties, his esteemed occupation, and ultimately, his mortality (Rogers et al., 1999). Through modifying their actions, characters undergoing a period of change have the potential to elicit comparable responses from observers.

Even though the implementation of such a comprehensive campaign requires more financial resources and time than solely focusing on an entertainment-education message, the combined effect of several elements of a communication campaign often leads to greater effectiveness in shaping human behaviour (Piotrow et al., 1997). This is true despite the fact that the

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combined effect of several elements of a communication campaign often leads to greater effectiveness in shaping human behaviour. The numerical value 347. The strategic approach that utilises the concept of "Entertainment-Education."

It is possible to increase the efficiency of entertainment-educational campaigns by carrying out activities that evaluate the process. These activities may include undertaking content analysis of the entertainment-education messages to evaluate whether or not they correspond with the values grid and the moral framework. In addition, monitoring clinic data, such as tracking the adoption of various methods of family planning, can provide extremely helpful information. Analysing the letters written by audience members is another way to contribute to the evaluation process. The epilogue-giver typically encourages audience members to write in. The creators of entertainment-educational material can swiftly collect feedback in this manner in order to incorporate necessary revisions while the content is still in the process of being developed. A summative assessment study, which is detailed in Chapter 6 of this volume, can be used to quantify the effects that the entertainment-education campaign had on the behaviour of the audience.

When trying to determine the impacts of something, it is usual practise to use a methodology called multimethod triangulation. In order to conduct an analysis of the entertainment-education radio soap opera, several research methodologies were utilised. These methodologies included conducting a field experiment that utilised pre-post surveys with treatment and control groups, conducting a content analysis of the episodes, conducting an analysis of viewer letters, and conducting a case study that focused on a particular hamlet where the show had significant impacts. The notion of "Tinka Tinka Sukh," which translates to "Happiness Lies in Small Pleasures" in Hindi-speaking regions of India, is the focal point of the research that was carried out by Papa and colleagues and is currently being published.

The city of Soul City, which is located in South Africa, is a notable example of a continuous effort to combine entertainment with education. In the late 1980s, a young physician named Dr. Garth Japhet was sent to work at

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<https://ctr.rjmss.com/index.php/19/about>

a healthcare centre located in a rural area of the Natal Province in South Africa. The research conducted by Japhet showed that despite its status as a developed nation, South Africa has many of the same types of health problems that are prevalent in less developed countries. It was estimated that around 10% of adult South Africans were infected with HIV, while the incidence of diarrhoea among small children living in rural regions resulted in a significant number of fatalities. Despite the existence of a well-established mass media infrastructure in South Africa, which is characterised by high levels of television viewership (70%), radio listenership (93%), and newspaper and magazine readership (50%), the country's health outcomes remained disheartening (Community Agency for Social Enquiry [CASE], 1995). This was reported by the Community Agency for Social Enquiry in 1995.

The remark made by Japhet underscores the fact that a major proportion of health promotion activities within South African media predominantly rely on slogans, and are consequently regarded as insufficient. In order to combat diseases such as AIDS, malaria, and tuberculosis, amongst others, several different programmes have been started. After an intervention, the term "sustainability" is used to refer to the length of time that a programme continues to provide its beneficiaries with benefits. It was determined that research does not play a significant part in the process of health promotion. Even though South Africa's advertising industry is booming, the country's health campaigns have failed to make advantage of social media platforms or incorporate thorough training programmes. This is despite the fact that advertising is a booming industry in South Africa. In addition, there were no preexisting partnerships for the promotion of health that were in place between the medical sector of the government and the commercial enterprise.

The OJ Ministry of Health was responsible for the consistent implementation of top-down programmes. In addition, it was observed that despite the wealth of talent and resources available for mass media in the country, there was a distinct absence of local drama on South African radio and television. This was the case despite the fact that South Africa had an

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excess of talent and resources available for mass media. In the year 1992, Japhet founded the non-governmental organisation (NGO) known as Soul City with the primary mission of employing various media platforms in order to improve general public health. In addition to this, he came to the insight that in order for media-based interventions in health promotion to be regarded sustainable, they must first and foremost be broadly accepted, appeal to the greatest possible target audience, and demonstrate remarkable quality. The individual was also aware of the significance of structuring institutional relationships within the public sector, media organisations, private enterprises, and nonprofit groups with the intention of producing outcomes that were mutually beneficial, embracing both financial and social objectives.

As a consequence of this, the strategy for health promotion that Soul City developed and put into action placed a key emphasis on the utilisation of entertainment-education strategies. The concept to combine entertainment with education was supposed to get support from both formative and summative studies. Within the framework of a research investigation, Japhet and Goldstein's (1997b) essay investigates the distinction between "entertainment" and straightforward entertainment. Soul City serves as a depiction of a variety of ongoing mass media initiatives, so exemplifying a specific instance of entertainment-education. This takes place on a consistent basis. Throughout the course of each year, numerous projects pertaining to the mass media are carried out, one of which is the well-known prime-time television drama series Soul City. The major purpose of this series, which is comprised of thirteen episodes and runs for a total of three months, is to advertise specific educational initiatives for health promotion.

The word "concurrent" describes the happening or existing of numerous events, actions, or states at the same time. In South Africa, the prime time hours of Monday through Friday are devoted to the transmission of a radio drama series that consists of sixty episodes and is presented in eight different languages. Although the plots of the radio play and the television drama are very different, the radio play keeps the same general themes as the

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television drama by focusing on the same kinds of issues related to health. After the radio and television episodes have been shown, a total of 2.25 million health education brochures featuring characters from well-known television shows are mailed out to specified target demographics at no cost. The novels are produced in a style known as serialisation, and they are distributed to a total of twelve important newspapers.

The pilot episode of the television series Soul City was broadcast for the first time in 1994, and it placed a large emphasis not only on the prevention and management of HIV, but also on the health of mothers and children. The second season of the show, which aired in 1996, focused on issues such as domestic violence, alcohol abuse, housing and urban regeneration, and the prevention of HIV and tuberculosis. Other themes that were discussed during this season included housing and urban renewal. The third season, which broadcast in 1997, featured conversations on a variety of topics, including domestic violence, the usage of alcohol and tobacco, and HIV prevention and control. The fourth season, which was broadcast in 1999, covered a variety of subjects, some of which were hypertension, AIDS and adolescent sexuality, violence against women, personal finance, and the administration of small businesses. Alongside challenges pertaining to health, the storyline of Soul City deftly incorporates other pressing national issues, such as entrepreneurship and housing reform, into the conversation in an effective manner.

How well are Soul City's various media operations received by the public? According to Japhet and Goldstein (1997), the television series Soul City emerged as the most highly regarded drama series to have aired in Africa throughout the period of time that was specified. The radio broadcast that took place during the eight hours that were considered to be prime time also attracted a sizeable audience. It is anticipated that about 20 million people in South Africa will be exposed to the advertising campaign for Soul City over the course of a period of time equaling one year. In order to efficiently establish a marketing environment that is conducive throughout the year, Soul City utilises a multimodal approach. In order to raise the profile of the Soul City

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television series and appeal to a wider audience, each channel caters to a different subset of the consumer population. Radio transmissions are able to reach listeners who live in rural areas, whereas television broadcasts generally target viewers who are located in metropolitan areas. Radio transmissions can be received by people who live in rural areas. It is also important to note that each media collaborates with the others in order to strengthen the 11th education topics. This is something that should be kept in mind. In comparison to radio and television, the level of depth and specificity of the content that is presented in newspapers and pamphlets is significantly higher. The subject matter that is presented in these formats is related to health. The process of media partnership brokering is made easier by the employment of a technique that makes use of several media.

According to Japhet and Goldstein (1997b), the radio business has expressed an interest in aligning itself with the print industry due to the favourable trajectory of the latter. In a similar vein, the industry of printing is looking to get involved in order to align itself with the industry of television, which is already participating in the activities that are sought. Soul City, much like other earlier initiatives in the field of entertainment-education, recognises the relevance of promoting conversation among audience members as a tool to encourage explicit changes in conduct (Rogers et al., 1999). This is similar to the approach used by other initiatives in the field of entertainment-education. After the television and radio programmes have been shown, additional campaign measures are put into motion in order to continue the conversation that has been begun among individuals.

In order to build curriculum packs of exceptional quality, a collaboration between curriculum professionals and creative designers is being carried out. These curriculum packs will cater to a wide variety of adult and youth audiences across the country. The adult package includes the health education booklet that was stated earlier, comic books that are based on the storyline of the television series, audiobooks that correlate to the comic books, Soul City posters, and a guide for facilitators that is intended to maximise the effectiveness of the intervention. The youth packages have been thoughtfully



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designed to encourage the development of relevant life skills and competences that are in line with the goals that have been established for the individuals who are expected to receive them. The instructional materials consist of a set of four workbooks that provide in-depth examinations of a variety of topics, including individual accountability, self-identity, and the dynamics of interpersonal interactions. In addition, a comic book adaptation of the television series has been developed. In addition, a facilitator's guide is provided for use in the implementation process in educational institutions catering to secondary students.

Other initiatives leverage the credibility of the Soul City brand and the widespread appeal of its media programmes. These initiatives include "Soulcity Search for Stars," which aims to identify talent for the forthcoming television and radio series; "Soul City Health Care Worker of the Year," which is designed to recognise outstanding outreach workers; and "Soul Citizens," which is intended to acknowledge exceptional young individuals engaged in community development endeavours. In addition, Soul City has formed a collaborative collaboration with twelve of the most renowned newspapers in South Africa. As part of this cooperation, the journalists at these newspapers regularly contribute health education articles that take their cues from the initiatives that Soul City has carried out. As a result of the many health-related projects that Soul City participates in and strategically utilities, the company has established a solid reputation across South Africa.

The health promotion approach employed by Soul City is founded upon the development and dissemination of superior media content. The recruitment and remuneration of highly skilled individuals, including top producers, performers, authors, and cartoonists, are typically aligned with prevailing market rates. The Soul City television series, which is broadcasted at 8 p.m., garners viewership from around one-third of the population in South Africa. In the context of South Africa, it is observed that instructional programming is broadcasted during non-prime time slots, wherein the viewership numbers often range between 2% and 3%. Japhet emphasised that it is imperative for our media materials to not only be present. According to

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<https://ctr.rjmss.com/index.php/19/about>

Japhet and Goldstein (1997b), it is asserted that Pete is the epitome of excellence and must be regarded as the pinnacle of achievement.

The annual and ongoing nature of Soul City's health promotion programming offers several advantages. Numerous health and development institutions in South Africa have the potential to utilise Soul City's media interventions as a means to highlight national objectives, hence avoiding the need to initiate new health or development initiatives from the ground up on each occasion. Furthermore, Soul City effectively mitigates audience lag, which refers to the time needed to establish a sizable and dedicated viewership for a novel media production, by consistently broadcasting a television and radio series. The previous season of a well-received television programme in Soul City guarantees a substantial viewership at the commencement of the subsequent season.

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