

CMGT 583: Social Marketing and Entertainment Education

Spring 2008

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Section: Tuesday, 6:30-9:20 p.m.
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COURSE DESCRIPTION

Understanding, designing and evaluating modern communication campaigns requires knowledge of “Entertainment-Education,” and the psychological and sociological theories underlying this approach. Entertainment-Education (EE) programs utilize entertainment, usually drama, suspense and humor, in order to educate viewers about health, safety, human rights, and other critical social issues.

This class will provide both a theoretical and a practical approach by examining underlying theories of behavior change and working to develop more effective creative concepts that both entertain and educate. By developing this combination of research and practical skills, students will have a more in-depth understanding of how entertainment-education and social marketing work and how they might use it in their professional lives.

COURSE GOALS

By the end of the semester, you should feel confident in knowing:

- The value of EE and social marketing as an educational and social behavior change medium
- The methods of blending education into entertainment
- Theories underlying use of EE
- How to develop creative EE concepts and materials
- The creative challenges and limitations of EE

REQUIRED COURSE MATERIALS

- Singhal, A., & Rogers, E.M. (1999). *Entertainment-Education*. Mahwah, New Jersey: Lawrence Erlbaum Associates.
- Singhal, A., Cody, M.J., Rogers, E.M., & Sabido, M. (2004). *Entertainment-Education Worldwide: History, Research, and Practice*. Mahwah, New Jersey: Lawrence Erlbaum Associates.
- Numerous articles will be posted on Blackboard. You will be assigned some of these articles throughout the semester, and others are posted for your reference only.
- Please check Blackboard for additional articles each week, as some articles will be added during the semester.

COURSE REQUIREMENTS AND EVALUATION (1,000 total points)

Paper 1

Review of a particular health or social marketing issue	200 points	20% of grade
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Paper 2

Review a particular EE project or campaign and incorporate theories into your analysis of this campaign	300 points	30% of grade
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Paper 3

Summarize your findings; present creative criteria; and introduce new creative elements that would add value to the campaign you selected	300 points	30% of grade
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Presentation

100 points	10% of grade
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Class Participation

100 points	10% of grade
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SYLLABUS - SPRING 2008

Text readings are listed below. Check Blackboard (BB) frequently for academic articles and other readings. Readings should be completed prior to class the day they are scheduled.

This syllabus is subject to change.

<u>Wk</u>	<u>Date</u>	<u>Topic</u>	<u>Assignments/Notes</u>
1	Jan. 15	Introduction to course content and expectations; Review examples; Assign paper one	
2	Jan. 22	Guest Speaker: Irwin "Sonny" Fox, Sonny Fox Consultants Discuss the beginnings of international E-E strategies; View E-E examples from around the world Readings: <ul style="list-style-type: none">• Review guest speaker's bio• Singhal & Rogers, chapters 1, 2, 3, 4 and 7	Check BB for Sonny's bio and other readings
3	Jan. 29	Sabido Methodology; Bandura's Social Cognitive Theory Readings: <ul style="list-style-type: none">• Singhal, Cody, Rogers & Sabido chapters 4 and 5• (BB) Sharf, B. F., & Freimuth, V. S. (1993). The construction of illness on entertainment television: Coping with cancer on <u>Thirtysomething</u>. <i>Health Communication</i>, 5, 141-160• Here is a great site that incorporates many aspects of Bandura's life and work - specifically self-efficacy - which is key all entertainment- education efforts: www.des.emory.edu/mfp/self-efficacy.html	
4	Feb. 5	Guest Speaker: Melissa Harvard, Casablanca Consulting After our guest speaker, we will review some of your text readings and view some award-winning examples of E-E. Readings: <ul style="list-style-type: none">• Review guest speaker's website & bio; come prepared w/ questions www.casablancaconsulting.com/• Singhal & Rogers, chapters 5, 6, 8, and 9	See Melissa's bio on her website

5	Feb. 12	More Theories in Entertainment-Education: Self-efficacy/Social modeling; Elaboration Likelihood Model; Diffusion of Innovation Theory, and more	PAPER ONE DUE <i>(Post on BB digital dropbox by 5:00 p.m.)</i>
<p>Readings:</p> <ul style="list-style-type: none">• Singhal, Cody, Rogers & Sabido chapters 3, 6, and 7• BB: Slater, M.J. & Rouner, D. (2002). Entertainment-education and elaboration likelihood: Understanding the processing of narrative persuasion, <i>Communication Theory</i>, 12 (2), 173-191.• (BB) Hornick & Yanovitsky (2003). Using theory to design evaluations of communications campaigns: The case of the National Ant-drug campaign. <i>Communication Theory</i>, 13, (2), p. 204			
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6	Feb. 19	Still More Theories in Entertainment-Education: Theory of Reasoned Action and Theory of Planned Behavior; Health Belief Model, and more	
<p>View international and national examples of EE, discuss use and effectiveness of theories in each.</p> <p>Readings: <i>Here's your chance to catch up on your reading and research!</i></p>			
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7	Feb. 26	SPECIAL GUEST: Professor Arvind Singhal Topic and readings TBA <i>Bring in your textbooks and he'll sign them for you.</i>	Check BB for Dr. Singhal's bio and additional readings
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8	Mar. 4	Recent EE Studies of US Television Programming (There are several more articles in process now that I hope to include if they are ready.)	
<p>Readings:</p> <ul style="list-style-type: none">• Singhal, Cody, Rogers & Sabido, chapters 11 and 15• (BB) Brodie, M., Foehr, U., Rideout, V., Baer, N., Miller, C., Flournoy, R., & Altman, D. (2001). Communicating health information through the entertainment media: A study of the television drama ER lends support to the notion that Americans pick up information while being entertained. <i>Health Affairs</i>, 20, 192-199• (BB) Kennedy, M.G., O'Leary, A., Beck, V., Pollard, K., & Simpson, P. (2004). Increases in Calls to the <i>CDC National STD and AIDS Hotline</i> Following AIDS-Related Episodes in a Soap Opera. <i>Journal of Communication</i>, 54, pp. 287-301.• (BB) Morgan, S., Movius, L., & Cody, M.J. (2007). The power of narratives: The effect of organ donation storylines on the attitudes, knowledge and behaviors of donors and non-donors. (Under review)• Valente, T.W., Murphy, S.T., Huang, G., Greene, J., Gusek, J. & Beck, V. (2007). Evaluating a Minor Storyline on <i>ER</i> about Teen Obesity, Hypertension and 5 A Day. <i>Journal of Health Communication</i>, 12, 6, 551-566.• Movius, L., Cody, M., Huang, G., & Berkowitz, M. (June, 2007). Motivating Television Viewers to Become Organ Donors. <i>Cases in Public Health Communication & Marketing</i>.			

9	Mar. 11	<p>Guest Speaker: Joan Ford, Starlight Children's Foundation Targeting youth with EE Joan will show us their new website for teens fighting obesity, "Get fit. Get right."</p> <p>Readings:</p> <ul style="list-style-type: none"> Review website, spend some time on the games for kids www.starlight.org Singhal, Cody, Rogers & Sabido, chapter 18 	<p>PAPER TWO DUE (Post on BB digital dropbox by 5:00 p.m.)</p>
	Mar. 18	<p>SPRING BREAK <i>Have a great week off!</i></p>	
10	Mar. 25	<p>Public Service Announcements; Discussion and Activities on Creative Components of Social Marketing Campaigns</p> <p>Readings:</p> <ul style="list-style-type: none"> (BB) Whittam, K., Dwyer, W., Simpson, P. & Leeming, C. (2006). Effectiveness of a media campaign to reduce traffic crashes involving young drivers. <i>Journal of Applied Social Psychology</i>, 36(3), pp. 614-628 (BB) Pechman, C. & Reibling, R. (2006). Communicating prevention: The effects of the "Keepin' it REAL" classroom videotapes and televised PSAs on middle-school students' substance use. <i>Journal of Applied Communication Research</i>. 34(2), pp. 209-227. 	
11	Apr. 1	<p>Guest Lecturer: Nedra Weinreich, Weinreich Communications Using Social Media in Social Marketing</p> <p>Readings:</p> <ul style="list-style-type: none"> Review guest speaker's website, blog & bio URL http://www.social-marketing.com Spare Change Blog http://www.social-marketing.com/blog/ Check BB for readings provided by the speaker 	
12	Apr. 8	<p>TBA: Catch up day; revisit the creative components required in your final paper and presentation; look at EE examples</p>	
13	Apr. 15	<p>Guest Speaker: Bill Duke The Practical Side of Edutainment</p>	
14	Apr. 22	<p>FINAL PRESENTATIONS I</p>	<p>PRESENTATIONS</p>
15	Apr. 29	<p>FINAL PRESENTATIONS II</p> <p><u>PAPER THREE DUE FRIDAY, MAY 2</u> Must be received no later than <u>11:59 p.m</u> (Post on BB digital dropbox)</p>	<p>PRESENTATIONS PRESENT. 3 DUE</p>
	May 13	<p>We will not meet on the final exam day <i>unless</i> we were unable to complete all of the presentations.</p>	

SUPPLEMENTAL MATERIALS

WEBSITES

- www.comminit.com -- Please visit and bookmark!
From this site you can click through to a vast number of programs around the world. I also recommend that you join “Drumbeat” and receive their newsletter.
- www.soulcity.org.za -- Soul City, South Africa
See evaluation reports on Soul City and Soul Buddyz - award-winning EE programming
- www.bbc.co.uk/worldservice/trust-- BBC World Trust
Wealth of information on current international EE activities
- www.jhuccp.org/topics/enter_ed.shtml --Johns Hopkins University, etc.
This is a link to the section of the Johns Hopkins website on entertainment-education. Search for Este de Fossard for great content.
- www.cdc.gov/communication/entertainment_education.htm
Center for Disease Control. This is a link to the section of the CDC’s website on entertainment-education. Great information!
- www.knowhivaids.org
- www.kff.org/entpartnerships/viacom/index.cfm
Viacom partnered with the Kaiser Family Foundation to educate viewers about HIV, resulting in a significant outpouring of important information.
- www.teenpregnancy.org -- Teens and Sexual Responsibility
This website, for the Campaign for the Prevention of Teen Pregnancy, includes reports, statistics, parental and teacher aids, as well as lists of PSAs and entertainment “media” placements made.
- www.learcenter.org/html/projects/?cm=hhs -- The Hollywood, Health & Society project at the Norman Lear Center (Annenberg), works with television/film writers and producers to incorporate important health and social messages into the story lines, and provide experts for the writers. Awards the Sentinel Award annually for the best TV storyline on health.
- www.eiconline.org -- Entertainment Industry Council (EIC)
Hosts the annual Prism Awards, for best entertainment storyline on addictive behaviors.
- www.starlight.org -- Starlight-Starbright Children’s Foundation
This organization uses “edutainment” with websites and computer games to improve life for children with serious illness
- www.unicef.org -- UNICEF
Among countless other activities, UNICEF works to promote gender equality through comics and cartoons in the “Sara Initiative.”
- www.scenariosusa.com/-- Kids Make Movies for Social Change & Women Make Movies for Social Change
Some of these movies focus on eating disorders, some on gender and gender identity.
- www.Dole5aday.com/ -- 5-a-day campaign
This is an entertainment website (with games) that teaches children about nutrition.

MOVIES, TELEVISION & MUSIC

- **Eating Disorders:** There has been a significant amount of programming that focuses on eating disorders and other similar self-destructive behaviors. Many movies can be found on Lifetime and also Showtime (serioususa.com movies) such as: *Memoir to my former self* (Scenarios USA), *Hungerpoint*, *Perfect Illusions*, *Perfect Body Little Ballerina*, *Karen Carpenter Story* and more. TV story arcs have been seen on *7th Heaven*, *ER*, and others. Some TV programs like *Starved* and *Fat Actress* were actually built entire shows around people with eating disorders.
- **Mental Health:** Many feature films have addressed these issues such as:
- *As Good as it Gets*, *Angel Baby*, *Beautiful Mind*, *The Boy Who Could Fly*, *Rainman*, *House of Cards*, *Molly*, *With Eyes Wide Open* (documentary).
- **Elder Care:** *Assisted Living* and films on Alzheimer's from Women Make Movies
- **Homeless and Runaways:** *Central Station*, *Pixote*, *Salaam Bombay!*, *Where the day takes you*, *Kids*, *Runaway* (*Runaway* is a film from Women Make Movies). Also, Hip-hop artist Ludacris and Mary J. Blige perform in a music video about runaways that you can see at <http://www.ifilm.com/video/2805368>.

GAMING WEBSITES

www.aect.org/default.asp
www.gamesforhealth.org/
www.gamasutra.com/
www.becta.org.uk/
www.gamestudies.org/
www.digra.org/
www.seriousgames.org/
www.educationarcade.org/
<http://cms.mit.edu/games/education/research-vision.html>
www.game-research.com/
www.persuasivegames.com/
www.acasa.upenn.edu/heart sense/play.htm
www.bam.gov/sub_foodnutrition/diningdecisions_games.html

See Blackboard or talk to me for academic and general media articles on many topics.

This is a growing list -- please share any content that you locate on any EE topic!