



Communication for Behavior Change: Volume I: Writing and Producing Radio Dramas

Esta de Fossard

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The book demonstrates how to create RADIO DRAMAS that encourage people to make positive 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 a select audience
- Create characters that represent and attract the target audience
- Introduce subtle and convincing ways to improve the standard of living of the audience
- Conduct design workshops for preparing design documents that help script writers create ‘convincing’ dramas containing the behavior-change message accurately

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Playing with family inside a park, coming to see the ocean world or hanging out with buddies is thing that usually you might have done when you have spare time, then why you don't try thing that really opposite from that. A single activity that make you not sense tired but still relaxing, trilling like on roller coaster you already been ride on and with addition info. Even you love Communication for Behavior Change: Volume I: Writing and Producing Radio Dramas, it is possible to enjoy both. It is good combination right, you still wish to miss it? What kind of hangout type is it? Oh come on its mind hangout guys. What? Still don't have it, oh come on its known as reading friends.

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