Courses:

286.4376

Term: Spring 5776

Course Aim:

1. Introduction to the field of Edutainment and its practical applications in Israel.
2. Understanding the key theories of Edutainment and their implications.
3. Learning about the range of intervention activities using Edutainment.
4. Understanding the drama and rhetoric in art and the relationship between theories and models of persuasion behavior.
5. Acquiring the ability to apply theoretical knowledge in developing Edutainment activities.
6. Discussing the issue of collaboration between professionals from the field of health communication and creators and the community, as well as other professionals involved in community health activities.
7. Evaluating case studies of Edutainment activities.

Method of Study:

Frontal lectures in combination with watching movies and presentations and analyzing them according to the Edutainment approach, in-class exercises.

The approach of Edutainment is an educational strategy that uses entertaining or dramatic messages to inform and educate. It uses various communication and entertainment methods, including pop music, drama, and comedy on television and radio, as well as soaps and novels, entertainment shows, comics, theater performances, the internet, and others.

The approach of Edutainment is based on the recognition that the programs and messages that are more effective are those that are presented in a certain format, content, and unique characteristics that can be analyzed, understood, and adapted.

Aim of the course:

1. Understanding the cognitive and practical aspects of Edutainment in the world and in Israel.
2. Understanding the key theories of Edutainment.
3. Understanding the range of intervention activities using Edutainment.
4. Understanding the drama and rhetoric in art and the relationship between theories and models of persuasion behavior.
5. Acquiring the ability to apply theoretical knowledge in developing Edutainment activities.
6. Discussing the issue of collaboration between professionals from the field of health communication and creators and the community, as well as other professionals involved in community health activities.
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## תוכנית המפגשים (ייתכנו שינויים במהלך הסמסטר)

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## דרישות הקורס

- נוכחות והשתתפות פעילה בשיעורים (בקורס ינותחו סרטים והצגות ויתקימו דיונים בכיתה)
- הרצאת עקרון עבודה בפני משתתפי הקורס
- הגשת עבודה (הנחיות באתר הקורס)

## מרכיבי הציון

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## הערב העבירה

ה cellspacing החוזק ל الشريف העבירה: 15.10.2015

## ספרות


Communication Theory, 12(2), 117-135.


COMICS


SOUL CITY


www.cdc.gov/communication/entertainment_education.htm
www.cdc.gov/communication/eersrch.htm
www.jhuccp.org/ee/2000proceed.htm

(Doğru Mekanlı Photographer’llı Bir Dövüş-Çatışma)

www.jhuccp.org

http://entertainment.usc.edu/indexf.html?/hhs/

Atarım Shemeshımı'na ve Fevığın Şehir'i ve Anadolu'da Yabancı ve Milli Modeller

www.comminit.com (Drumbeat – UNESCO)
Planning models http://www.comminit.com/planning_models.html
Change Theories http://www.comminit.com/change_theories.html
Strategic Thinking http://www.comminit.com/strategic.html

Evaluation of Soul City and other programs: Nancy Coulson, "Developments on the use of mass media at the national level for HIV/AIDS prevention in South Africa"