The course is designed to introduce the theoretical and practical aspects of Edutainment in the field of public health. The course aims to familiarize students with the key theories of Edutainment and to understand the range of intervention activities through Edutainment. The course also covers the drama and rhetoric in the arts and the relationship between theories and models of persuasion and behavior change. The course is taught through a combination of lectures and the analysis of films and presentations in the Edutainment approach, in-class activities.

**Course Objectives**

- Understanding the theoretical and practical aspects of Edutainment in the field of public health.
- Familiarizing students with the key theories of Edutainment.
- Understanding the range of intervention activities through Edutainment.
- Covering the drama and rhetoric in the arts and the relationship between theories and models of persuasion and behavior change.
- Teaching through a combination of lectures and the analysis of films and presentations in the Edutainment approach, in-class activities.

**Additional Information**

For more information, please contact:

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Fax: 972-4-8288597

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Fax: 972-4-8288597
## Program of Meetings (May be subject to changes during the semester)

<table>
<thead>
<tr>
<th>Meeting</th>
<th>Instructor</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Dr. Anat Gesher - Adelstorff</td>
<td>Fun - Education as a means of intervention and the sources of fun - Education. Viewing: Dr. Anat Gesher - Adelstorff.</td>
</tr>
<tr>
<td>4</td>
<td>Dr. Anat Gesher - Adelstorff</td>
<td>Endora and Sadivo - Soul City. Viewing: Examples from Soul City series.</td>
</tr>
<tr>
<td>6</td>
<td>Dr. Anat Gesher - Adelstorff</td>
<td>Ethics of Fun - Education. Viewing: The choice of Tamir.</td>
</tr>
<tr>
<td>7</td>
<td>Dr. Anat Gesher - Adelstorff</td>
<td>Theories and Models of Fun - Education. Viewing: Examples of series.</td>
</tr>
<tr>
<td>8</td>
<td>Dr. Anat Gesher - Adelstorff</td>
<td>The Boomerang Effect - The presentation &quot;Games in the Backyard&quot;.</td>
</tr>
<tr>
<td>9</td>
<td>Dr. Anat Gesher - Adelstorff</td>
<td>Authenticity - Performances on the topic of drug use.</td>
</tr>
<tr>
<td>10</td>
<td>Dr. Anat Gesher - Adelstorff</td>
<td>Practice and strengthening of the students - Group project.</td>
</tr>
<tr>
<td>11</td>
<td>Dr. Anat Gesher - Adelstorff</td>
<td>Student presentations - Statements of the work.</td>
</tr>
<tr>
<td>12</td>
<td>Dr. Anat Gesher - Adelstorff</td>
<td>Student presentations - Participation.</td>
</tr>
</tbody>
</table>

### Requirements of the course
- Attendance and active participation in lectures (films and presentations will be shown in class)
- Presentation of work (instructions on the course website)
- Abridgment of the final work

### Evaluation criteria
- The presentation of work before course participants 20%
- The assessment of the work
- The presentation of the work

The deadline for submitting work: 15.10.2016

### Books

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


POLITICS

DISABILITIES


65. קמה, ע (2003).הקורבן, האומלל ונכה隼 Falcons פנים 26, הוצאת הקרן לקידום מקצועי בשיתוף עמותת המורים. מוסקבה


COMICS


SOUL CITY


ארגונים ומוסדות אקדמיים שיתופיים או מبِים על בידור-חינוכ

Kaiser Foundation ארגון שחקור והsteamת חינוכ תידור

www.cdc.gov/communication/ee/2000proceed.htm (דוח מכנס בינלאומי בנושא בידור-חינוכ)

Centre for Communication and Health באוניברסיטת ג'והן הופקינס

ם לוגי

http://www.comminit.com/planning_models.html

Planning models

http://www.comminit.com/change_theories.html

Change Theories

http://www.comminit.com/strategic.html

Strategic Thinking

http://www.comminit.com/evaluation/results.html

Evaluation data/results

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"