



Communication for Behavior Change: Volume II: Writing and Producing for Television and Film

Esta de Fossard, John Riber

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The book demonstrates how to create TV and FILM DRAMAS that encourage people to make positive behavioral changes to improve their lives.

The book teaches people how to:

- Create **SERIAL OR STAND-ALONE 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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