



The Power Of Entertainment Multiple Sources Of Information To Improve People'S Habits

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Abstract

There is strong evidence that the media, particularly entertainment broadcast media, has had a significant impact on changing reproductive behaviour and supporting the implementation of various health policies in a number of countries. Soap operas have been shown to have a significant impact on audience attitudes and behaviours in relation to the adoption of family planning methods and the prevention of HIV/AIDS transmission in several different countries, including Brazil, Ethiopia, India, Kenya, Mexico, Niger, Nigeria, Rwanda, St. Lucia, and Tanzania (1, 2, 3, 4, 5, and 6).

Serial dramas allow viewers to develop a deeper emotional connection with the characters over the course of the story than either documentaries or one-off plays. Furthermore, characters can change their views on a wide range of issues in a gradual and believable response to skillfully created narrative elements. The importance of not underestimating the effects of entertainment shows cannot be overstated, since they have a far greater effect on viewers' values and behaviour than instructional content found in documentaries. In addition, the dramatic tension helps viewers internalise



the story's lessons. The differential recall of spatial information between September 11, 2001, and a typical day exemplifies this phenomena. Albert Bandura, a psychologist at Stanford University, proposed the social learning hypothesis (7), which states that vicarious learning, or learning from others through observation and imitation, has a substantial effect on the formation of attitudes and behaviours. Mass media role models have an impact on society that is comparable to that of parents and peers.

Introduction

It is interesting to note that serial melodramas based on Miguel Sabido's method of promoting reproductive health in Mexico have not gotten much criticism outside of Mexico. Audience norms and perspectives on these problems were heavily influenced by the inclusion of extensive research undertaken before to the development of the programming. Serial dramas can be made using characters that the target audience can relate to, making it easier for the shows to fit in with the local culture. Because soap opera characters develop over time in response to viewers' concerns, they are able to realistically portray the adoption of novel and unconventional habits.

Despite potential conflicts with cultural standards, audiences prefer to accept these adjustments because of the emotional connections they've built with the characters and because of the shared experiences of challenges they've had with the



characters and the audience. Given the delicate nature of the issues discussed on these shows, such as sexuality and reproduction, it is essential that they not be met with backlash.

The Adult Education Enrollment Initiative was a project that was undertaken by the Mexican Department of Public Education with the intention of enrolling individuals who lacked a formal education in adult education classes. There were a total of 99,000 people who were able to successfully enrol in adult education sessions before Sabido's literacy telenovela was put into action. Sabido was motivated by a strong desire to increase the number of people in Mexico who are literate, and she was also inspired by the achievements of the protagonist in the Peruvian television series *Simplemente Maria*, which encouraged viewers to begin careers as seamstresses. Together, these two factors led Sabido to initiate the development of a programme that is intended to foster adult education. The purpose of this programme was to encourage viewers to actively pursue further education, and it was informed by a combination of communication and psychology ideas.

Because of its consistently excellent ratings, the television programme *Venconmigo* was a huge financial success for the company that sponsored it. In addition to accurately portraying the difficulties faced by members of Mexico's television audience who have inadequate literacy skills, the



production featured an adequate number of dramatic elements, which enabled it to effectively capture the attention of a sizeable audience. As a direct result of this, the broadcast received audience numbers that were previously unheard of.

Throughout the course of the show's 260 episodes, a number of characters, both good and evil, made strenuous efforts to persuade those characters who lacked literacy skills of the value and necessity of education. The unfavourable characters would convey to the illiterate characters that their advanced age or lack of knowledge made it difficult for them to learn new skills, which was intended to dissuade the illiterate characters from taking part in educational activities. On the other hand, the uplifting characters would make the illiterate people aware of the availability of adult education resources and encourage them to sign up for educational classes. The characters who lacked literacy skills experienced challenges in interpreting the contradictory perspectives that were provided to them, which led to uncertainty on their prospects for overcoming the poverty and unemployment that resulted from their inadequate reading ability.

Characters who lacked literacy skills would eventually enlist in an educational institution and painstakingly make their way through the required academic curriculum, overcoming hurdles and problems in a sequential fashion as they went



along. As the participants made progress in their literacy abilities and earned their official credentials, they noticed an improvement in the overall quality of their lives. Alterations such as this corresponded with the many alterations that were made to the show's supplementary narratives, which were beneficial in engaging the spectator. The viewers who were illiterate witnessed, as the story progressed, the life-altering impacts that becoming literate had on the individuals with whom they identified the most closely and with whom they had the strongest connection. A sizeable number of people started attending classes immediately after making their decision to do so.

Sabido came to the conclusion that it would be beneficial to make public an epilogue that provides details on the locations of educational session enrollment opportunities. After the event in which his most famous character received their diploma, he concluded that this was the best course of action to take. Assuming the role of a father figure during the graduation ceremony, the elderly gentleman felt overcome with emotion, shedding tears as he read the written correspondence he had been getting from his granddaughter, which he had previously been unable to grasp. This took place while the elderly gentleman was acting out the role of a father figure. Sabido informed the Department of Public Education about his expectation of a



sizeable audience prior to the airing of this television programme, which he planned to broadcast.

They reassured him of their capacity to manage any increase in participants that may arise from his programme while expressing gratitude for the aid provided by Sabido's curriculum in their effort to improve adult education. This was done while expressing gratitude for the assistance provided by Sabido's curriculum. This assurance was based on their exceptional performance of enrolling an astounding 99,000 individuals over the span of a single calendar year.

An incredible amount of 250,000 people tried to join in classes within only one day after Sabido broadcast the episode that served as the epilogue to the series. He scheduled epilogues to take place over the last weeks of the series, which resulted in the enrollment of 840,000 people for the seminars. The approach taken by Sakido involved combining a strategy that was successful from a business standpoint with an influence that was beneficial to society.

The Spanish title for the show, "Acompaname," means "Accompany Me." It debuted in 1977. Similar to the prior series' emphasis on literacy, this drama made an effort to produce characters that would experience development and ultimately serve as exemplary figures for the audience. The nine-month series *Acompaname* used engaging dramatisation to show the individual benefits of family



planning, with an emphasis on improving relationships within families.

The following results of the Acompaname initiative were reported by the Mexican government's National Population Council (CONAPO):

From a monthly average of zero in the beginning, the CONAPO now receives an average of 500 calls per month from people seeking family planning information. Many people have claimed that they were inspired to act in this way after seeing a television drama series.

Over two thousand women signed up for the nationwide family planning programme. The setting of a daytime drama on television inspired this concept.

Contraceptive sales increased by 23% this year, which is significantly higher than the 7% increase seen in the preceding year.

Over 560,000 women are now part in family planning programmes, an increase of 33% from just a few years ago. This expansion is especially notable given the 1% drop that occurred the year prior.

Five more soap operas with Miguel Sabido's social content have aired in Mexico so far. Among the songs included in the compilation were "Los Hijos de Nadie" (which translates to "Nobody's Children"), "Vamos Juntos" (which means "We Go Together"), "Caminemos" (which may be interpreted as



"Let's Walk"), "Nosotros las Mujeres" (which translates to "We the Women"), and "Por Amor" (which translates to "For Love"). The widespread airing of soap operas in Mexico coincided with a sharp 34% drop in the country's population growth rate between 1977 and 1986. As a result, Mexico was honoured with the United Nations Population Prize in May 1986 for being a shining example of population success around the world.

Thomas Donnelly, a researcher working for USAID in Mexico at the time, claims that the family planning soap operas shown on the Televisa network were a major factor in the country's recent successes. No matter where you go in Mexico, you'll hear people crediting the influence of Televisa soap operas on their knowledge and acceptance of family planning.

Similar results were seen when Sabido's TV shows were broadcast in other Latin American countries.

Over the course of 17 months, the audience for the TV show "Hum Log" ranged from 60% to 90%. According to a study by Professor Everett M. Rogers and Arvind Singhal of USC's Annenberg School for Communication, 70% of viewers learned something new from the TV show Hum Log, suggesting that women should be given equal opportunities in the workplace. Seventy-one percent of respondents agreed that having a smaller family is important, and 68 percent said they learned that women should have the



freedom to make their own life decisions. Over 400,000 people wrote to the Indian Television Authority and other relevant agencies in response to the show, either to share their thoughts on the issues at hand or to ask for help in navigating a difficult situation.

After an additional training session for an Indian team in Mexico City, producer Roger Pereira from Bombay began filming a second television soap opera in December 1986.

The first episode of the show, named "Humraahi," first aired on January 1, 1992. The original title of the show is "Come Along With Me." The research looked at women's lives and the role they play in society, focusing on issues including how and when women have children, the gender pay gap, educational chances, and marital choice. In just four months, the Indian television show "Humraahi" rose to the top of the ratings and became a cultural phenomenon across the country. In the neighbourhood of 230 million people tuned in to watch the game. In the story, a young teen female housekeeper is coerced by her guardians into a predetermined marriage, and she tragically dies while giving birth at the tender age of fifteen. The other characters are deeply concerned about the disastrous results of early marriage and pregnancy, as well as the challenging conditions that young women in India now endure. William Ryerson's study, funded by the Rockefeller Foundation, found that people's views on two important issues—the



proper age for marriage and the social acceptance of women in the workforce—changed significantly after watching the documentary.

In 1983, David Poindexter began working for the Voice of Kenya, a state-run radio and television station that would later change its name to the Kenya Broadcasting Corporation (KBC). After completing a training programme for Kenyan radio and television professionals in Mexico, he participated in the creation of two shows. Tom Kazungu's radio show Ushikwapo Shikamana ("If Assisted, Assist Yourself") and Greg Adambo's television show Tushauriane ("Let's Talk About It") are two examples. Both shows debuted on American television screens in 1987. The programmes were created to encourage more openness on the part of men regarding their wives' demands for birth control. The methods were successful in establishing a correlation between larger families and advantages like property ownership and the ability to support ageing parents. According to Voice of Kenya, the aforementioned shows were the most critically appreciated on their respective channels.

There was a significant increase in contraception use in Kenya (58%) after the two series ended, leading to a decrease in the average number of children per woman (from 6.3 to 4.4). Women were seeking family planning services in rural health institutions, according to a study by



the University of Nairobi School of Journalism. This finding may have been impacted by other factors.

Between the years 1993 and 1997, a thorough analysis was carried out in Tanzania with the purpose of analysing the effects of a serial drama that dealt with societal themes. According to Radio Tanzania's findings, the radio drama series titled "Twende na Wakati," which translates to "Let's Go with the Times," was successful in attracting the attention of 58 percent of the local population that fell between the age range of 15 to 45 years. During the beginning stages of the company, in the Dodoma region, a music show purposefully took the place of a soap opera between the years of 1993 and 1995. This occurred during the earliest phase of the business. Between the years 1995 and 1997, those living in the Dodoma compare region were able to watch the soap opera on the television.

Independent research carried out by the University of New Mexico and the Tanzanian government itself was used to evaluate the effectiveness of the Population Family Life Education Programme, which was carried out by the Tanzanian government and implemented throughout the country. These studies investigated a variety of factors, including the usage of family planning methods, the ideal age for women to enter marriage, and the adoption of behaviours that were targeted at reducing the transmission of the HIV/AIDS virus (4, 5, and 6). The findings of the



multiple regression analysis suggested that any potential influence arising from these changes was regarded small, despite the fact that the population of the Dodoma comparative region had a higher level of urbanisation compared to the average for the country. This was the case despite the fact that the Dodoma comparative area is located in Tanzania. Before, during, and after the presentation, a total of 2,750 people participated in a series of surveys that used a random sample of the population to collect data.

In addition, the information was gathered from reliable sources such as the Ministry of Health, the AIDS Control Programme of the government, and the Demographic and Health Survey. The information gathered from all of these sources provided collective support for the conclusion that numerous factors had a significant impact on attitudes and behaviours.

The conclusions of the investigation showed a number of interesting and important findings. First, there was a discernible increase in the proportion of people who viewed themselves as being at risk of obtaining HIV. This was the most significant finding. In addition, there was a rise in the number of people who believed that they had the potential to thwart the spread of HIV/AIDS by themselves. In addition to this, there has been a general increased tendency in the communication amongst individuals regarding HIV/AIDS. Additionally, there was a rise in the number of people who



believed in their capacity to make autonomous decisions regarding their reproductive health, rather than relying on external influences such as predetermined outcomes or religious dogma. In a similar vein, there was a rise in the number of people who were of the opinion that it is preferable to have a small family as opposed to a large family. Last but not least, there was a rise in the number of people who responded to the survey and said they were in favour of HIV/AIDS preventative measures.

According to the findings of the study, the Tanzanian radio serial was revealed to have caused significant behavioural changes in its listeners. The television series was seen by a significantly higher percentage of male viewers in comparison to female viewers, and the audience consisted of more than half of the population in the areas where it was broadcasted on television. The protagonist of the soap opera was a truck driver who, throughout the course of his journeys, was involved in a number of different romantic relationships with different women. During the course of the individual's participation in the activity of watching the show, the Human Immunodeficiency Virus (HIV) infection was contracted. According to the findings of the study, a sizeable majority of respondents, namely 82%, claimed that the show had changed their behaviour in terms of adopting condom usage and lowering the number of sexual partners as a strategy to lessen the risk of HIV transmission. These



are two of the most effective ways to reduce the risk of HIV transmission. It was shown, using empirical data gathered from the Tanzanian government's AIDS Control Programme, that the distribution of condoms witnessed a significant rise of 153% in areas where the soap opera was broadcasted. This was found to be the case when compared to other locations. of comparison, nonbroadcast areas of Dodoma experienced a relatively moderate increase in condom distribution during the first year that the soap opera was being broadcast, with only a 16% increase.

Additionally, an effective push towards family planning was made available through the project. There is a significant and positive association between the levels of listener ship that are particular to districts and the percentage of men and women who use any kind of family planning. This correlation is significant and good.

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