This work is licensed under a Creative Commons Attribution-NonCommercial-ShareAlike License. Your use of this material constitutes acceptance of that license and the conditions of use of materials on this site.
The Entertainment-Education Equation

Esta de Fossard
What is Entertainment-Education?

- An entertaining format
- With subtly interwoven education
- Successful Entertainment-Education relies on the
- **Excellence in Entertainment-Education Equation:**
(5ExQ) + (7CxA)=EEE
<table>
<thead>
<tr>
<th>5Es of Entertainment</th>
<th>5Cs of Education</th>
</tr>
</thead>
<tbody>
<tr>
<td>Emotion</td>
<td>Correct</td>
</tr>
<tr>
<td>Empathy</td>
<td>Clear</td>
</tr>
<tr>
<td>Example</td>
<td>Complete</td>
</tr>
<tr>
<td>Efficacy</td>
<td>Concise</td>
</tr>
<tr>
<td>Enhancement</td>
<td>Consistent</td>
</tr>
<tr>
<td></td>
<td>Compelling</td>
</tr>
<tr>
<td></td>
<td>Culturally appropriate</td>
</tr>
</tbody>
</table>
The 5 Es of Entertainment

- Emotion
- Empathy
- Example
- Efficacy
- Enhancement
Entertainment that is truly engaging must be of the highest QUALITY.

Quality requires $T + T$

$= T$alent and $T$raining
Education = (7C x A)

Education = relevant knowledge

To be RELEVANT, the education factor of Entertainment-Education must be:
• Correct
• Clear
• Complete
• Concise
• Consistent
• Compelling
• Culturally appropriate
It is essential to hold ourselves accountable for the changes we promote in the lives of others. We must be accountable for each of the 7Cs.
The E-E Equation

\[(5E \times Q) + (7C \times A) = EEE\]

Can help ensure:

**Excellence in Entertainment-Education**
Using the Equation

The \((5E \times Q) + (7C \times A)\) equation provides a successful platform for:

Social and Behavior Change Communication for Adults

Social Behavior Development for children and adolescents
FORMATS

- Serial Dramas or Soap Operas
- Public Service Announcements
- Songs
- Puppet shows
- Dance