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ORIGINAL ARTICLE

Theater as a Communication Tool in Service of Health Education; A Study of Experts' Perspectives in the Fields of Communication and Theater

Rayehe Ramezani^{1✉}  Ali Asghar Kia^{2✉} 

1. Corresponding author, PhD Candidate in Media Management, Faculty of Communications, Allameh Tabataba'i University, Tehran, Iran. E-mail: Rayehe.ramezani@atu.ac.ir

2 Professor, Department of Journalism, Faculty of Communications, Allameh Tabataba'i University, Tehran, Iran. E-mail: Keya@atu.ac.ir

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EXTENDED ABSTRACT

Introduction:

Today in Iranian society, the media, relying on collaborative communication, plays an important role in teaching health messages. It will be possible to increase the "health literacy" and "health literacy" of the public by using the capacities of different media. Sometimes there are situations that depending on the talents and potentials that each person has within her/him, using the capacity of the media can bring them to the stage of action. It seems that health education plays a role in the individual needs of health, in the form of its common border with two other factors of health promotion, i.e. health protection and disease prevention, and the health sector in providing scientific, practical and evidence-based health education services. Based on the community empowers.

Method:

This research was done with qualitative method and thematic analysis technique. The point that should be noted about the use of this method is that thematic analysis is more than just counting phrases or words in a text and it deals with identifying

implicit, meaningful and explicit ideas in the data and with a degree of interpretation and the agency of the researcher is included. This approach emphasizes the importance of perceptions, feelings and experiences of the participants as the main purpose of the study. The research community is experts and experts in the field of development communication and educational theater.

Results:

According to the analysis of the responses of the respondents, the educational theater can serve the developmental goals of the governments by reforming the education and training systems. Educational systems, as the most important organ of human capital investment in the field of society's prosperity, play the main role. Today, these systems have allocated a specific share from the budget of each country. Considering its importance and role in the economic, social, cultural and political aspects of society in order to improve the quality of educational systems, it is necessary to take necessary measures to prevent the loss of human and material capital.

Today, the goal of development support communication is not just to distribute information and spread technical innovations, but to work with individuals and groups consisting of ordinary people or the marginalized of society so that they can finally express their views through political, economic and ideological processes. Finally, it should be acknowledged that development through theater will be possible when education is not repressive and ideological.

Educational theater can motivate and encourage the audience to participate in solving that crisis by presenting different solutions and teaching them through various performances. The participation of the audience in solving the crisis can help a lot to solve the crisis quickly. What is important here is persuading the audience with various means, theater and art being one of them, to attend and participate in solving the crisis. Participation includes taking part in solving existing crises in society and creating structural change in society. This could indicate a high level of general conflict in relational names. In other words, it includes general involvement in production processes as well as management and planning of communication systems.

One of the difficulties in the process of community development is to help groups learn and accept new information and communication technologies and develop educational programs that fit the culture of the community. As it is known, one of the actions that the media engages in is creating culture at different levels and for specific purposes. Theater as a medium deal with culture, politeness, exaltation of people's thoughts, feelings, and collective conscience of society. Its approach is such that it approaches its true meaning, i.e. the true manifestation of the characteristics of people's lives and enlightenment and transformation. When such people with culture and artists increase in the society and love of art and cultural acceptance spread, the bottlenecks and damages related to the first institutions and subsequent biases will be quickly improved and the possibility of creating a cultural and ideal society will increase.

Constructive criticism through media, especially theater, can help correct wrong practices during a crisis. It is also possible to provide constructive and effective solutions to resolve the crisis or reduce the damage caused by it through educational theater. Another important point is that, in the post-corona era, educational theaters play an effective role in raising life expectancy. Hope is a powerful coping mechanism that helps to endure difficult situations. A person who has a higher life expectancy has a positive view of the future. As a result, his adaptability increases in difficult situations.

Conclusions:

Educational theater can work in line with developmental goals. According to research findings, development is directly related to education. Development will not take place if its educational fields do not occur first. Educational theater is a special and efficient possibility in advancing educational goals and expanding the scope of learning. The result obtained about the use of the capacities of the theater as a medium in different crises is that the theater is always present in different crises. In fact, the activism of the theater itself as an important institution in society can fully address important crises. The effectiveness of theater is high because of its liveliness and the emotional atmosphere it can create. Here, the theater as a medium is affected by the crisis and affects the crisis. Another result obtained in the context of using the communication tool of theater to solve the problems caused by the spread of Corona in the post-corona era is that this type of theater can solve the psychological problems that have happened to many people after the post-corona era. to fix what has fallen. On the other hand, in the post-corona era, educational theaters play an effective role in raising life expectancy. Theater can play an effective role in restoring morale and hope for life and relieving anxieties. Another point that the experts pointed out in this research was that promoting logical, logical and critical thinking about the Corona issue, instead of superstitious and one-sided thinking, is an important thing that can be conveyed through theater in the post-corona period. Therefore, in the post-Corona period, many superstitions and rumors that were popular during the Corona period can be explained and criticized.

Data Availability Statement

Data available on request from the authors.

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Ethical considerations

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Conflict of interest

The authors declare no conflict of interest.

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