

*Keywords: International, English, South America, diversity in general, entertainment education, education, methodology, article, interview, media literacy, community/minority media, resource for NGOs/trainers and media, radio*

This is an interview with Miguel Sabido, the noted writer-producer-director of theatre and soap operas in Mexico, who was instrumental in formulating a theory-based production method for the social use of commercial soap operas. Sabido's work in Mexico spawned the entertainment-education strategy, which Professor Everett M. Rogers, the noted communication scholar, has referred to as being "the most significant idea" in the realm of development communication in the past 50 years.

 [Social Uses of Commercial Soap Operas; Miguel Sabido \[EN\].pdf](#)