

Launching the Research Network on Celebrities and North-South Relations

How to Save the World: The work of celebrity in development



Public Lecture and PhD seminar by Professor Dan Brockington, Manchester University
May 9th 10.30-12.00 (followed by a free lunch)

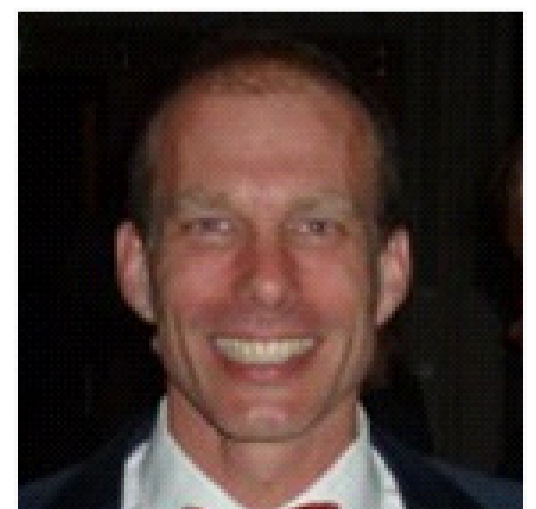
Lecture Room 23.2, Dept. of Society and Globalisation
Roskilde University



The proliferation of celebrity within development publicity, media events and representations is one of the noteworthy trends within the development sector of the last thirty years.

This lecture charts the rise of celebrity within development and examines how the presence of celebrity within development is mediated, and what consequences the processes of celebritisation have for the development sector. ss

Prof. Dan Brockington is the head of the research project 'Celebrity and Development' at the University of Manchester. His research has mainly been on Tanzania but and he has conducted global overviews of the social impacts of protected areas, media and conservation and continental-wide examinations of the work of conservation NGOs in sub-Saharan Africa. Prof. Brockington is the author of *Celebrity and the Environment* (2009).



Registration to Inge Jensen (inge@ruc.dk) no later than Monday the 7th of May. Registration is needed for participation in the free lunch.