

**Sensational (ising) Development: Analysing media  
representation of international development  
DSA Workshop  
19<sup>th</sup> June 2014**

Media representations of international development are changing. Cliché images of starving children and stories of corrupt governments now exist alongside campaigns that sensationalise development and coverage that presents development as sensational. This half-day Development Studies Association (DSA) workshop aims to bring together academics, practitioners and students concerned with the role of media in development to discuss these issues.

The first panel 'Sensationalising Development: Celebrities', will look at the expanding role of celebrities in humanitarian and development fundraising and advocacy. The second panel explores 'Africa Rising' mediated narratives and the growing tendency to highlight the 'sensational' and 'positive' outcomes of development interventions in Africa.

The event will conclude with the launch of two new books - Martin Scott's *Media and Development* (Zed Books) and Dan Brockington's *Celebrity Advocacy and International Development* (Routledge).

**13:30-14:00 Introduction to the DSA Media and Development study group**

Dr Martin Scott (University of East Anglia)  
Dr Helen Yanacopulos (The Open University)

**14:00-15:30 Panel 1: Sensationalising Development: Celebrities**

Prof Dan Brockington (Manchester University),  
Prof Lisa Ann Richey (Roskilde University)  
TBA

15:30-16:00 Coffee

**16:00-17:30 Panel 2: Sensational Development: Africa Rising**

Dr Winston Mano (Westminster University)  
Dr Mel Bunce (City University)  
Kate Wright (Roehampton University)

**17:30-20:00 Book launch event and drinks**

*Media and Development*, by Martin Scott (Zed Books)  
*Celebrity Advocacy and International Development*, by Dan Brockington  
(Routledge)

Location: The Open University, 1-11 Hawley Crescent, Camden Town, London, NW1 8NP.  
To book a place please email: Martin Scott [martin.scott@uea.ac.uk](mailto:martin.scott@uea.ac.uk) or Helen Yanacopulos  
[h.yanacopulos@open.ac.uk](mailto:h.yanacopulos@open.ac.uk)

