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Celebrity advocacy is a curious phenomenon. It occupies a significant proportion of the public domain, but does so without engaging particularly well with much of the public. Yet this may not matter very much. Many people at the core of advocacy, and in political and business elites, simply do not notice any lack of engagement. In these circles celebrity advocacy can be remarkably effective.

Celebrity Advocacy and International Development examines the work of celebrity advocacy and lobbying in international development. Its purpose is to understand the alliances resulting, their history, consequences, wider contexts and implications. It argues that celebrity advocacy signals a new aspect of elite rule. For populist celebrity advocacy can mark, ironically, a disengagement between the public and politics, and particularly the public and civil society. Recognising this poses new challenges, but also presents new opportunities, for the development movement.

This book gives students and researchers in development studies and media studies a wealth of original empirical data, including interviews across the NGO sector, media and celebrity industries, newspaper analysis, large surveys of public opinion, and focus group research.