The Visual Politics of the WHO in Historical Perspective: (1949-1974)

A Public Lecture with
Professor Thomas David (Lausanne)
& Professor Davide Rodogno
(The Graduate Institute Geneva)
5.15pm Wednesday 26 October 2016
The Treehouse, Berrick Saul Building, University of York

This lecture investigates the visual politics of the World Health Organisation from its inception to the early 1970s. David and Rodogno focus on the reasons why specific narratives were adopted by the institutions and how that UN agency decided to use photography (and photographers) to communicate. They will explore the reasons that led the WHO to give a great deal of importance to outlets such as the WHO-Newsletter, later rechristened World Health, being aware that the communication strategy of this international organisation was broader and relatively sophisticated. In conclusion, our speakers will reflect on some recent communication initiatives of the WHO, which encompass the use of “new” “social” media such as You Tube.

All Welcome!