



INVITATION Public Lecture

# GLOBAL SPORT AND DIPLOMACY IN A MEDIATED WORLD



UJ's Centre for Data and Digital Communications (CDDC) in the School of Communication will be hosting a public lecture to explore the relevance and impact of global sports events, with a particular focus on the upcoming 2026 FIFA World Cup to be hosted jointly by the United States, Mexico, and Canada. The lecture will examine the role of sports as a tool for diplomacy. Given South Africa's experience in hosting the 2010 FIFA World Cup, the lecture will provide valuable insights into the challenges and opportunities associated with such mega-events, along with smaller events. Moreover, the lecture will address the evolving dynamics between the United States and South Africa, particularly in light of growing tensions.

DATE ■ **29 February 2024**

TIME ■ **13:30 - 15:30 (CAT)**

VENUE ■ School of Communication Boardroom

MEETING LINK ■ Click **HERE** to join

KEYNOTE SPEAKER:

**Dr Ron Krabill**

Professor and Director of Cultural Studies, University of Washington, US

DISCUSSANT:

**Dr Lyton Ncube**

Senior Lecturer, Department of Media Studies, University of Botswana

RESPONDENT:

**Dr Sifiso Zondo**

Head of School of Communication, University of Johannesburg

FACILITATOR:

**Prof Mandla Radebe**

Director: Centre for Data and Digital Communications, University of Johannesburg

