



PERMANENT  
SECRETARIAT

LEADING BY EXAMPLE  
WORLD SUMMIT OF NOBEL PEACE LAUREATES  
OFFICIAL YOUTH PROGRAM 

## What is the media's role in our society? Does the media need to rethink their role in our society?

The media is a set of ways to transmit information publicly with the help of technology. Now in 2022 the role of media has increasingly risen. At the webinar you will be able to learn more about the influence of the media on mass consciousness. Also during the webinar you will have the opportunity to rethink modern media.

### SPEAKER



**Joy Ngoma**, founder of Precious Joy Production is a writer, producer, and humanitarian. Over the years Miss Ngoma has worked in television and film industry. She has led multiple national and international UN Observant campaigns in South Africa and worked closely with Sesame Street in New York as a Digital Producer for a children's TV show. Joy Ngoma studied Mass Communication; TV/ Radio Broadcasting with a minor in Africana Studies at Tennessee State University in Nashville, Tennessee. Ngoma raised in both USA and South Africa has since dabbled in a diversified path in media including content development, film festivals, social media, digital and traditional print, TV, Radio, literary magazines and community outreach. Ngoma is currently the Director of Precious Joy Production, a TV and film production company she co-founded. She resides in Tbilisi, Georgia.

### GUEST

**Mike Radke** has spent a lifetime exploring how people learn, connect and drive large scale social change around the world. Mike is the co-founder of [The Ubuntu Lab](#) — a new category of museum dedicated to helping people understand people. Over the last two decades he has explored the world trying to understand how social change happens and what is standing in the way of humanity tackling the biggest challenges we face. The course of this work has led him to the offices of some of the greatest social change makers of our time, and the homes of ordinary activists who have faced down extraordinary oppression.

