

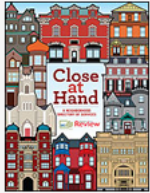
MEN::

SUPPORT UNIVERSITY CITY RESTAURANTS
 Info on what's open and how to order at ucdiningdays.com

Review

HOME ABOUT US CONTACT US SUBSCRIBE LOGIN

CURRENT ISSUE



Distribute your

- Menus
- Flyers
- Postcards
- Catalogues

inside the UC Review 215.222.2846



Representative Vanessa Lowery Brown Speaks To Drexel Students About Communication For Civic Engagement



Representative Vanessa Brown. Photo: Nick Cuda

Fri, Mar 07, 2014
 March 6, 2014 - Lawrence Souder, Associate Teaching Professor in the Department of Culture and Communication in the College of Arts and Sciences at Drexel University, hosted Pennsylvania State Representative Vanessa Lowery Brown in his course entitled "Communication for Civic Engagement." Rep. Brown represents the 190th Legislative District, which comprises neighborhoods in both West Philadelphia and North Philadelphia. She spoke specifically about her communication strategies to advocate on behalf of the vulnerable residents and those less fortunate in her district.

In his introduction, Souder noted how appropriate the choice of Rep. Brown was for the last guest speaker in his course: "Civic engagement is the process by which individual citizens can actively participate in their local democratic systems; elected officials like Rep. Brown, who represent the will of the people, become the conduit for their concerns." Rep. Brown, he said, has a track record of responding to the concerns of her constituents. Among other accomplishments, she helped to secure a \$1 million grant to expand the Haddington Health Center in West Philadelphia and another \$1 million for Smith Memorial Playground and Playhouse, a historic space for children in Fairmount Park.

The class includes both graduate and undergraduate students, who explore the various strategies for communicating in the service of civic engagement. Souder explained: "To effectively negotiate the democratic landscape, citizens must choose appropriate discourse, which can include formal arguments with claims and evidence or more conversational techniques like narratives."

In speaking to the students Rep. Brown emphasized the power of narratives in civic engagement. She told the story of her early efforts to confront drug dealing on her neighborhood sidewalks. She enlisted the Pennsylvania Horticultural Society to teach her neighborhood children to create flower boxes for the stoops of houses where drugs were sold. When the dealers saw the boxes and the names of their creators, they felt chastened and moved away.

Rep. Brown explained that in other settings more formal arguments are required for effective advocacy. She founded and now chairs the Pennsylvania House of Representatives Urban Sustainability Caucus. In that role she researches her issues assiduously and brings to her arguments the strongest evidence she can find.

The chief principle of communication for civic engagement that Souder advances almost every week is the importance of audience awareness. He said: "If they expect to be heard, citizens must identify the audience and setting for their messages." Rep. Brown reinforced this principle when addressing Souder's students. In the pragmatic world of politics elected officials must know whom they are addressing. To illustrate this principle she told the story of her exchange with Rep. Mike Turzai, the majority leader in the Pennsylvania House of Representatives. After Turzai suffered personal attacks in the media, Rep. Brown told him that although she disagreed with him on the issues, she commiserated with him. Turzai has since become her colleague.

West Philadelphia Locksmith
 Lock Sales & Security Dev Personal Prof
215.386.

CURIO THEATRE COMPANY

AD: Census 2020

CLICK TO CONT TO OUR GOFUNDM



PHILADELPHIA, PA Keeping Community I

The Duo Behind the UC Review Celebrate our

Rep. Brown's visit to Drexel was made possible by a collaboration between Drexel Edits, the University's center for support of nonprofit communications, and Terry Guerra, the Director of Special Projects, at ACHIEVEability, a nonprofit in West Philadelphia, whose mission is to help break the generational cycle of poverty in families and communities through projects ranging from affordable housing development to social services and public health to community-academic partnerships. Ms. Guerra was also present for Rep. Brown's talk, and she remarked at one point: "We are glad to be able to connect community residents and leaders with the academic community. I hope that the students in Dr. Souder's class will utilize fully and positively their power to effect social change as communicators of the statistics and the stories of people's hopes and dreams, challenges and successes."

Share

Like 16

Reader Comments

wanda king • wisking@yahoo.com

MAR 19 • This is excellent. I love that Dr. Souder is teaching students how to communicate in a such a positive way that not only are they make change-but they are taking back their neighborhoods.

Kimberly Beverly • klassykim38@yahoo.com

MAR 16 • This was a wonderful article and the University made good use of a local official that is "effectively" operating within its midst!

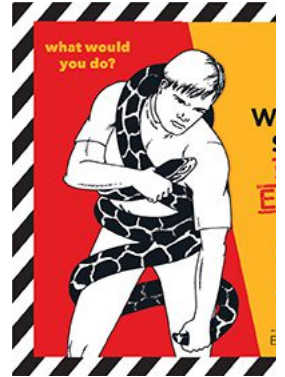
submit your comments



If you want more Advertise on F:

Want res Contact MACn
800-450-6631 • info@ma
Tell them you heard a
in [your publicati

MACnet Your adve
for p
throughou



Let us help you

design

Brochures • Newslette
Business Cards • Websites

PFP Graphic Design Service

ALL CITY SELF STORAGE

5500 SANSOM ST (2'

pic PAREN
parent infant center
EARLY LEARNIN
AFTER SCHOOL
parentinfantcenter.org

NEWS

- Local News
- Education

EVENTS

- Weekly Almanac
- Community Calendar

CRIME REPORT

- Weekly Crime Report

CLASSIFIEDS

LOCAL BUSINESS

- UC Directory

ARCHIVES



Politics

Breaking News

Sports

Food & Drink

Arts & Entertainment

Editorial

GALLERY

Latest Photos

Local Videos

View Classifieds

Place Classifieds

Classified Ad Rates

Previous Issues

MEN::

RSS Feed

ADVERTISE

Download Media Kit

State of University City

Contest Entry

ADVERTI
HERE
Type keywords and press I

Follow US



University City Review | 218 South 45th Street | Philadelphia, PA 19104 | Phone: 215-222-2846 | Fax: 215-222-23

© Copyright **University City Review, Inc.** All rights reserved.

You are visitor: 1,575,863

{ powered by bulletlink.com }

