

WELCOME

DR Janina Wozniak, Director: School of Language, Media & Culture



Dear SACOMM delegates,

I warmly welcome you to SACOMM13 at Nelson Mandela Metropolitan University. Our team has prepared this event with great dedication and we hope that you will share our enthusiasm over the three days of the conference.

“Social Cohesion, Engaged Communication”, the theme for this year’s SACOMM conference, arose directly from the research focus of the Faculty of Arts. As the School of Language, Media and Culture, we teach and engage in communication with very diverse publics on

a daily basis. Our teaching, learning and research are informed by the NMMU’s six core values: Respect for Diversity, Ubuntu, Excellence, Respect for the Natural Environment, Integrity and Taking responsibility.

In planning this conference, we aimed to be as inclusive as possible, and we extend our special welcome to NGO representatives and the many emerging scholars present here. In the spirit of Ubuntu, SACOMM 2013 exists because you are here.

Reflecting the core value of respect for diversity, we encourage dialogue across all professional and subject groupings, academic and non-academic fields of engagement. We have scheduled the various streams of the conference in such a way that emerging scholars and established academics are able to attend each other’s presentations. In the spirit of excellence, we welcome all speakers, whether first-time presenters or seasoned professionals, to critical debate and active engagement with each other.

Set in a nature reserve, NMMU offers us a beautiful vision of the spaces we inhabit and encourages us to keep them intact for future generations. Respect for the environment especially requires us to actively question policies and procedures that may threaten any part of the habitat that we as humans share with flora and fauna.

Our focus on “Africa as Central, Not Peripheral” highlights the great need for integrity and creative engagement with the many rapid developments taking place on our continent, a sphere in which we as communication specialists have an important role to play. This implies that local solutions need to be explored for local media challenges, and local applications of theoretical premises need to be expounded. A strong civic consciousness and well-informed civil courage to take responsibility are, ultimately, the crucial components of both social cohesion and engaged communication, and must crucially be included in tertiary teaching practice.

We look forward to a vibrant conference and trust that you will come to enjoy our beautiful campus.

Dr. Janina Wozniak
Director: School of Language, Media & Culture
Nelson Mandela Metropolitan University

Note

A note from the Conference organiser



It is with great pleasure that I welcome all NGO’s, academics, delegates, and exhibitors to the SACOMM13 conference. The past year has been an exciting journey culminating in this final product. I hope that you enjoy the time spent with us, fall in love with our beautiful city, Port Elizabeth, and allow for future engagement in the Eastern Cape.

To the SACOMM executive, thank you for the opportunity to host this conference. Nelson Mandela Metropolitan University will continue to be a part of the SACOMM organisation and the academic movement which aims to promote communication research, academic debate and facilitate professional communication practice in Southern

Africa. Thanks once again to Julie Reid and Michele Tager for their guidance in organizing this meeting. Most importantly – to the team who put this event together.

It is with great appreciation that I thank the conference organising team for their hard work and support in the planning of this conference. The team consisting of academic staff from the School of Language, Media and Culture, have unselfishly sacrificed their time to this project. To Janina Wozniak, Taryn Rennie, Brightness Mangolothi, Claudette Leppan, Devon Koen, Gerda Flanagan and Khanyisa Gece - Thank you for your assistance. A team is only as strong as its members, and I concur that this team is indestructible. To the many other contributors not mentioned in this address– Thank you.

Taryn Jade Isaacs
Conference Coordinator
Nelson Mandela Metropolitan University

Thank you

Thank you to our sponsors

The Organising committee would like to extend its thanks to the various stakeholders who contributed to the success of SACOMM13. Special thanks to our exhibitors, who contributed their time, knowledge and support to this project. We acknowledge your continued support of SACOMM and greatly appreciate the continued relationship between academic research and publication of such work. Your presence and exhibition has been greatly valued.

Platinum Exhibitor: Pearson Book Publishers



Silver Exhibitors include:



A special thank you to Nelson Mandela Metropolitan University and its staff for hosting the conference. We recognise your tireless efforts and dedication to this project.





ENTERTAINMENT EVENTS & ENTERTAINMENT

ENTERTAINMENT EVENTS & ENTERTAINMENT

Date: Wednesday, 25 September 2013
Time: 18:30 for 19:00 'till late
Venue: Boardwalk Conference Centre
Dress: Smart

EVENT OVERVIEW

The gala dinner starts the conference off on a high note. The evening of good food, great music and impeccable company hopes to introduce all delegates to the magic of Nelson Mandela Bay at the Boardwalk. The heart of Port Elizabeth, Summerstrand, is the location of the new The Boardwalk Convention Centre; a bright, modern and technically advanced meeting place. The Convention Centre will welcome guests with a 3-course meal and local entertainment. Delegates are welcome to peruse the rest of the complex and visit the shops, bars, restaurants or casino after the event.

GPS Co-ordinates:

The Boardwalk Casino and Entertainment World: E 25° 39' 25.9" S 33° 59' 13.6"

Directions:

From NMMU University way, take a right into Admiralty and continue until the end of the road. At the stop street take a left into Marine Drive and continue straight along the beachfront, before The Boardwalk pedestrian entrance and turn left into 2nd Avenue at the Casino sign. Proceed up 2nd Avenue to the 2nd traffic circle; The Boardwalk main entrance will be on the right hand side. Enter here and park in the designated, secure parking.



Date: Thursday, 26 September 2013
Time: 18:00 for 18:30 'till late
Venue: North Campus Conference Centre
Dress: Smart Casual

EVENT OVERVIEW

The cocktail function hosted by Pearson Book publishers, the platinum sponsor of the SACOMM13 Conference, will be held at the Conference Centre at NMMU North. The book launch for Looking at Media: an Introduction to Visual Studies, edited by Dr Julie Reid will be introduced by Prof Pieter J Fourie. The Conference Centre is the hub of on Campus activity, often welcoming events from all faculties, especially the Arts. This event will allow delegates to engage with the content of the new book and mingle with its authors and contributors.

Directions:

From building 123 drive towards the exit to North Campus. Pass the fields and residences, the Conference Centre will be on your right hand side.



CONFERENCE PROGRAMME SACOMM MAIN CONFERENCE PROGRAMME

LIST OF STREAMS:

- A. Communication in general
- B. Corporate Communication
- C. Media Studies & Journalism
- D. Film
- E. Emerging scholars
- F. Panel discussions
- G. Non-profit organisation presentation

Wednesday, 25 September 2013

08:30 - 09:00	Arrival of delegates and applications for new SACOMM memberships
09:00 - 09:15	Welcome Venue: 123 0026
09:15 - 10:10	Plenary session Venue: 123 0026 Keynote speaker: Prof. Ruth Teer-Tomaselli, UNESCO Chair of Communication, University of Kwazulu-Natal. " Engagement, Public Intellectuals and Surviving the Academy."

10:10 – 10:30 COFFEE/TEA BREAK

10:30 – 12:30 CONFERENCE PAPERS: 1ST SESSION

STREAM A: COMMUNICATION IN GENERAL	STREAM B: CORPORATE COMMUNICATION	STREAM C: MEDIA STUDIES AND JOURNALISM	STREAM D: FILM
Venue: 123 0002 Chair: Larry Strelitz	Venue: 123 0026 Chair: Sonja Verwey	Venue: 35 0005 Chair: Andrea Hurst	Venue: 35 0001 Chair: G.P. van Rheede van Oudtshoorn
If Africans value Ubuntu, why so many problems? Colin Chasi	Social cohesion in a diverse workforce – the helps and hinders of engaged communication Dr. Elnerine (WJ) Greeff	Cultural diversity and the mainstream news media in South Africa: a critique Stenford Matenda	Us and them - Young film makers' awareness of their own cultural bias Dr. Lundsten

STREAM A: STREAM B: STREAM C: STREAM D:

The phenomenon of The Charter of Compassion: promoting compassion as a means of global social cohesion and engaged communication	Managing relations between academia and the private sector: getting engineers to engage	Framing the National Developmental Plan as local developmental discourse: The case of Beeld and The Star	Twilight: masochism or postmodern desire? A study of the way in which selected South African female viewers identify with and relate to representations of romance in the film Twilight (2008).
Belinda du Plooy	Claudine Kruger G.P. van Rheede van Oudtshoorn	Prof. Lynnette Fourie	Lauren Nell Dr. Michele Tager
Cohesion and identity: some response to two photographic exhibitions dealing with Afrikaner Identity in a post-Apartheid dispensation	The application of interdisciplinary communities of practice and action learning in strategic communication education	The Ubiquitous "Being" of Racism as an Object of Political Populism and Media Discourse	Violence as pornography in Tarantino's films.
Stephané Ruth Meintjies	Caroline Azionya Anna Oksiutycz	Gilbert Motsaathebe	Thabo Ramphobole
Understanding engagement and communication between cultures and groups using dichotomous conceptual spectra	Challenges in the adaption of a questionnaire for measuring stakeholder relationships in the context of Corporate Social Investment.	All the way to THUIS and back. South African and Flemish soap operas: a whiteness studies perspective	Stories of South African Hindu Women: A project that speaks to social cohesion and engaged communication
Prof. James A. Lumpp	Louise van Dyk	Hannelie Marx	Subeshini Moodley

12:30 - 13:30 LUNCH BREAK

13:30 - 15:30 CONFERENCE PAPERS: 2ND SESSION

STREAM A: STREAM G: STREAM C: STREAM E:

COMMUNICATION IN GENERAL	NGOs	MEDIA STUDIES AND JOURNALISM	WORKSHOP FOR EMERGING SCHOLARS
Venue: 123 0002 Chair: Sunny Mbazie	Venue: 123 0026 Chair: Bianca Wright	Venue: 35 0005 Chair: Marlene Wiggill	Venue: 35 0001
DR4 communication in the South African context: The opportunity for and responsibility of communication practitioners.	Social engagement and student participation – NMMU and Masinyusane	"Reclaiming a legitimacy of Afrikaner human-ness through 'grievability' in Beeld"	Writing Workshop
Dr. Tanya Le Roux	Prof. Mary West and English Literature student team	Yves Vanderhaeghen	Prof. Arnold de Beer

STREAM A: STREAM G: STREAM C: STREAM E:

Rumours, recession, bank runs and regulation - The ethics of the financial media in the spotlight	Masifunde – social cohesion and engagement	The People's Paper: a Linguistic Analysis of the Imagined Community in Letters to the Daily Sun	
Reg Rumney	Racheal Chikadaya	Jade Smith	
Communication for development: Are Thusong Service centres really delivering a communication platform?	An engaged department contributing towards social cohesion: a stakeholder engagement approach	Effective Communication beyond Stereotype: Journalism and the Authentic Engagement of Black Men and Boys	
Prof. Simon Burton	Brightness Mangolotho	David Wall Rice, PhD Mikki K. Harris – Assistant Professor	
The promise of engagement and why contradiction offers a better communication model	Centre for Conflict resolution	Political listening' between the media and non-governmental organisations: A case of equal education's school infrastructure campaign and its coverage by Cape Time newspaper	
Dr. Marc Caldwell	Prince (Dr.) Adebeyo	Azwihangwisi Mufamadi	

15:30 - 15:50 TEA/COFFEE BREAK

15:50 EXCO Meeting – Meeting of the SACOMM executive committee members Venue 35 0016

15:50 - 17:30 CONFERENCE PAPERS: 3RD SESSION PRESENTATIONS, PANEL DISCUSSIONS AND WORKSHOPS

PANEL DISCUSSIONS STREAM A 1: STREAM C: WORKSHOP

COMMUNICATION IN GENERAL	COMMUNICATION IN GENERAL	MEDIA STUDIES AND JOURNALISM	
Venue: 123 0002	Venue: 123 0026 Chair: Carla Zdanow	Venue: 35 0005 Chair: Brilliant Sigabade Mhlanga	Venue: 35 0001
A serious public health risk? Virodene, Viagra, Vitamins and a failed regulatory system – implications for South African health journalism"	Sarafina in black and white: transformative learning and social cohesion through theatre	Through the eyes of history: A critical discourse analysis of comments emanating from Murray and Mabulu's artworks in newspapers	NRF Workshop
Prof. Harry Dugmore Prof. Roy Jobson Jae Braun	Prof. Patrick J Ebewo	Babalwa Sibango Nkosinathi Selekeane	Prof. Arnold de Beer

PANEL DISCUSSIONS**STREAM A 1:**

Social conscience through experiential learning projects

Dr. Bianca Wright

STREAM C:

When freedom of expression and the right to dignity collide: an ethical examination of South African artist Brett Murray's *The Spear*.

Dr. Nicola Jones

Construction and representation of a new imagined society through multilingual discourses. An analysis of selected South African Soap Operas.

Stanley Mutetwa

WORKSHOP

18:00 - Late

FORMAL DINNER(GALA): BOARDWALK CONFERENCE CENTRE

Thursday, 26 September 2013

08:30 - 09:00

Arrival of delegates and applications for new SACOMM memberships

09:00 - 10:00

Plenary Session - Speaker: Dr Wanjiru Kinyanjui
"The African film and its audience. How it is made and what happens after. Who is it made for?"

Venue: 123 0026

10:00 - 10:20

COFFEE/TEA BREAK

10:20 - 12:20

CONFERENCE PAPERS: 4TH SESSION

**STREAM A:
COMMUNICATION IN GENERAL**

Venue: 123 0002

Chair: Marc Caldwell

Counter-information as an act of resistance; a Deleuzian analysis of the Wikileaks saga

Jakub Siwak

**STREAM B:
CORPORATE COMMUNICATION**

Venue: 123 0026

Chair: Elnarine (WJ) Greeff

Towards responsible management of digital reputation risk within open source branding contexts: A South African digital brand agency perspective

Prof. Sonja Verwey
Clarissa Muir

**STREAM C:
MEDIA STUDIES AND
JOURNALISM**

Venue: 35 0005

Chair: MW Dlovu

So near and so far: The 'caress' and the ethics of technologically mediated intimacy SA

Prof. Andrea Hurst

**STREAM D:
FILM**

Venue: 35 0001

Chair: Thabo Ramphobole

Towards Social Cohesion: Film Music and Humour.

Prof. Zelda Potgieter

**STREAM A:
COMMUNICATION IN GENERAL**

Social Media (Facebook) and Its Impact on Human Communication and Relationships: A View on Behavioral Change and Social Unity

Chan Eang Teng
Dr.Tang Mui Joo

Exploring the relationship between social networking, social capital and subjective wellbeing amongst Rhodes University students

Larry Strelitz
Charles Young

**STREAM B:
CORPORATE COMMUNICATION**

Perceptions of the corporate identity management process in the non-profit sector

Dr. I Holtzhausen

Language and imageries as cultural motifs in Nigerian outdoor advertising

Godswill O. Okiyi

**STREAM C:
MEDIA STUDIES AND
JOURNALISM**

Evaluating Communication Management in Geo-Environmental High Risk Areas: The Case of the Tlokwe Local Municipality Dolomite Project

Francois Redelinghuys
Dr. Marlene Wiggill

"Making the irreverent relevant: Twitter's new role in South African journalism"

Dr. Nicola Jones

New media as pedagogical tools in an ODL environment: the case of the University of South Africa

Babalwa Sibango
Thandeka Radebe
Sipho Netanda
Jabulani Nkuna
Nkosinathi Selekeane
Dr. Blessing Mbatha

**STREAM D:
FILM**

Forced removals and Land Restitution in the mini-series *Riemvasmaak* (2006) – Empowering students to take ownership of historical discussions.

Dr. Janina Wozniak

Applying Lang's Limited Capacity Model of Mediated Message Processing to recall of documentary video

Carla Henriët
G.P. van Rheede van Oudtshoorn

The construction of empathy in intercultural documentary film

Jan Nâls

12:20 - 13:20

LUNCH

13:20 -15:20

**SACOMM Annual General Meeting
ALL DELEGATES TO ATTEND
Venue: 123 0002**

15:20 - 15:40

COFFEE/ TEA BREAK

15:40 - 17:40

CONFERENCE PAPERS: 5TH SESSION

STREAM E COMMUNICATION IN GENERAL EMERGING SCHOLARS	STREAM C1 MEDIA STUDIES AND JOURNALISM	STREAM C2 MEDIA STUDIES AND JOURNALISM	STREAM D: FILM EMERGING SCHOLARS
Venue: 123 0002 Chair: Patrick J Ebewo	Venue: 123 0026 Chair: Abiodun Salawu	Venue: 35 0005 Chair: Herman Wasserman	Venue: 35 0001 Chair: Janina Wozniak

New media mobilisations: investigating the radically democratic potential of social media in South Africa Carla Zdanow	Literary genres as point of interest in print advertising Angelique van Niekerk	Health journalism in South Africa: the quandary of quality. Harry Dugmore Jade Smith	African cinema: Production in the context of technological innovation. Mame Rokhaya Ndoye
The theoretical applicability of using social media as facilitator for participatory social change Jacobus Marthinus de Villiers	The question of social cohesion: Reading young South Africans' reading of television news. Dr. MW Dlovu	Digital constellation in the age of Information and Communication Technologies (ICTs): Investigating the impact of free-to-air satellite decoders in Zimbabwe's political landscape Dr. Brilliant Sigabade Mhlanga Mandlenkosi Mpofo Bhekinkosi Ncube	"Takkie-Net" : an ethnographic study of the ReaGilè Mini-Cinema Project in the township of Katlehong, South Africa. Sandisa Nyokana
A critical perspective on the study of tabloid newspapers in South Africa Sean Samson	Reportage of health challenges in selected National Dailies Angie O. Igbinoba	The call for Africa Information and Communication order: The global political economy of making digital terrestrial television policies in the ITU Jabulani Nkuna	Exploring the Niger Delta in Nigerian Video Films. Anul Agina
An investigation of the contesting discourses articulated in the City Press in response to the controversial painting, The Spear. Tia Egglestone	How effective is entertainment education? An investigation into the popularity of the television serial intersexions. Mvuzo Ponono	The role of the media in encouraging discourse about African issues. Thabisa Nondzube Ayesha Toyer	

18:00 - Late

Pearson Book Launch
Book launch for *Looking at Media: an Introduction to Visual Studies*, edited by Dr. Julie Reid. The book will be introduced by Prof. Pieter J Fourie. Publisher: Pearson

Friday, 27 September 2013

08:30 - 09:00	Arrival of delegates and applications for new SACOMM memberships
09:00 - 10:00	Plenary Session Venue: 123 0026 Keynote Speaker: Prof. Bert Olivier, Nelson Mandela Metropolitan University

10:00 - 10:20 TEA/COFFEE BREAK

10:20 - 12:20 CONFERENCE PAPERS: 6TH SESSION

STREAM B: COMMUNICATIONS EMERGING SCHOLARS	STREAM A: COMMUNICATION IN GENERAL	STREAM C: MEDIA STUDIES AND JOURNALISM	Panel Discussions
Venue: 123 0002 Chair: Zeldi Potgieter	Venue: 123 0026 Chair: Lynnette Fourie	Venue: 35 0005 Chair: Harry Dugmore	Venue: 35 0001
BRICS and the discourse of capitalism in developing nations Taryn Jade Isaacs	An explorative study of Afrikaans music's impact on the perception of social cohesion. Gysbert Kirsten GP van Rheede van Oudshoorn	Minority - Majority Frames in Nigeria Media: A call for an alternative platform. C.D Chiaha C.O. Okafor	What are the roles and responsibilities of profit and non-profit South African organisations in terms of Disaster Risk Reduction? Dr. Tanya le Roux Dr. Marlene Wiggill EarthLife Africa Nelson Mandela Metro Disaster Management
Vaseline and market engagement: Why consumers prefer Blue Seal Amanda Ngumbela	South African youth and the politics of disengagement Thabo Ramphobole	Press representations of the national healing process in Zimbabwe post 2008 presidential election Nyasha Mapuweyi	
Football and social cohesion: Challenges and prospects of uniting a polarised Zimbabwean society through football Lyton Ncube	Social cohesion and youths in the Nigerian Polity: A communication perspective. Dr. Sunny Mbazie Moses Ofome Asak	Regulatory alternative of the press in South Africa. Sibongile Sindane	

STREAM B: COMMUNICATIONS EMERGING SCHOLARS	STREAM E: COMMUNICATION IN GENERAL	STREAM C: MEDIA STUDIES AND JOURNALISM	Panel Discussions
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Media Consumption's Impact on the Political Participation of University of Cape Town Students	News reporting paradigms in energy resource development discourses in South Africa. A critical analysis of electricity generation debates in print media.	An examination of the dominance of Amharic language press in Ethiopia	
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Dimitrij Umansky	Dr. Janina Wozniak	Prof. Abiodun Salawu	
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12:20 - 12:40	COFFEE/TEA BREAK		
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12:40 - Close	PANEL DISCUSSION		
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Panel Discussions
Venue: 123 0006

Media, citizenship and social cohesion in South Africa
Prof. Herman Wasserman
Prof. Anthea Garman
Dr. Vanessa Malila
Marietjie Oelofsen
Dr. Viola Milton

LUNCH - Conference Closes

ABSTRACTS

A. COMMUNICATION IN GENERAL

Author: Prof. Bert Olivier
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University: Nelson Mandela Metropolitan University

Time, space(s) and communication in Castells's Network Society".

In *The Rise of the Network Society* (1996), Manuel Castells elaborated on what is well-known today, namely the transformation of communication into 'interactive communication' in the age of technologically advanced, electronic communication networks, exemplified by the internet. There he introduced the concept of 'mass self-communication' as a distinctly novel form of communication. In the second edition of this book (2010), he reviews developments that occurred in the decade following its first publication, and concludes that the concepts employed in 1996 to be able to understand the multi-level cultural and societal transformation of the late 20th century still function in an illuminating manner more than ten years later. In this paper, the concept of 'mass self-communication' will be explored in the light of an interesting (and perhaps disturbing) dissonance issuing from another feature of the network society, namely what Castells calls the 'transformation of space and time in the human experience'. In this context he also distinguishes between 'the space of places' and 'the space of flows', where the former (also called the 'space of contiguity') refers to the historically familiar sense of space as a material precondition of social interaction, and of architectural modulation into 'place', and the latter to a novel form of spatiality, related to social interaction that has been fundamentally modified by advanced communication technologies, and is characterized by simultaneity, regardless of physical distance. This, in turn is related to what Castells labels 'timeless time', which is noticeable where customary time sequences are blurred in certain contemporary practices of multi-tasking and 'multi-living'. This contrasts with planetary, evolutionary 'glacial time' – a notion operative in the ecological movement, and one which increasingly clashes with the demands of 'timeless time' in the network society. This paper also explores the conflict between these two notions of time, as manifested in contemporary communication practices.

Author: Reg Rumney
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Rumours, recession, bank runs and regulation - The ethics of the financial media in the spotlight

Because of their potential influence on market behaviour and market participants, financial journalists face ethical challenges that general journalists and journalists in other specialised fields do not. As an example of market effects, a financial journalist has a duty to investors, shareholders and deposit holders to alert them to problems with particular companies, yet a financial journalist has to take care that

reporting anecdotal evidence about a bank's financial viability does not in itself cause a run on the bank. Rumours may be deliberately spread to influence market movements. As an example of company effect, negative or positive reporting may influence movements in the price of a particular company share.

In an age when regulation of journalism in general has been subject to new scrutiny, financial journalism has, separately, been censured. The global financial crisis has raised questions about financial journalists' roles in providing accurate information to the general public as well to investors, specifically in the developed world. Even investors, however, have reason to question the motives of the financial journalism community in playing the role of cheerleader in the events that led to the crisis that plunged South Africa, through no fault of its own, into recession for the first time in 16 years.

South Africa has a relatively well developed financial journalism community of practice, reflecting the development and sophistication of the financial sector. At the heart of ideas of governance is the idea of transparency and symmetry of information, a key purpose of financial journalism. Yet despite their power and responsibility, financial journalists in South Africa appear to operate without external or internal editorial oversight. There are no clear overarching guidelines on how reporters should handle articles on companies in which they have some kind of financial interest, such as equity investment.

This paper aims to examine, through a perception survey of senior financial journalists and analysis of the published policies of the major South African media houses, what oversight if any does exist, what ethical guidelines exist for South African financial journalists in the absence of external regulation or legislation, and what kind of regulation might be suitable for the financial media.

In the light of this, another question to be inspected is how the growth of unregulated online financial news media may nullify the ability of financial journalists to play a responsible role as bloggers and users of social media effectively avoid any kind of regulation or oversight other than statutory protection of privacy and against defamation.

Author: Prof. James A. Lumpp
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Understanding engagement and communication between cultures and groups using dichotomous conceptual spectra

Degrees of miscommunication and conflict are suggested in this paper to be correlated with convergence or divergence of the parties involved as represented by their relative positions on several conceptually parallel bipolar spectra.

The evolution of "new" media and sea changes (or lack of same) in traditional channels, catalyzed by burgeoning technology ubiquitous to so many, may have confused, or even reversed, what have come to be thought of as nations' and institutions' normal progressions, e.g., from Ferdinand Tonnies' *Gemeinschaft* (roughly "community") to *Gesellschaft* ("society").

ABSTRACTS

ABSTRACTS - A. COMMUNICATION IN GENERAL

The late intercultural communication scholar Edmund S. Glenn (a mentor of the author at University of Delaware), theorized that Tonnie's and many others' spectra had in common variants in thought and behaviour which could be understood juxtaposed with an "associative-abstractive" continuum, with the former being spontaneous, in contrast with the latter, its more formal, structured counterpart.

Communication requires engagement and overlapping frames of reference, as does resolution of problems between, and within, cultures, as schematized by Wilbur Schramm's early models.

The author maintains that this basic scheme is still applicable today and can facilitate our understanding as cultures are compared and successful engagement and communication sought, seen through prisms of a variety of dichotomous scales.

What would Glenn have thought of the rise of the internet? Of the explosion of blogs? And the dramatic capabilities of ever-larger masses of diverse citizens to access and originate all kinds of communication?

He would surely acknowledge – the paper speculates -- that these developments have been dramatic and revolutionary. Further, he would argue that many of the present cultural and media trends are indeed, "associative," a result of societal moves back away from -- and as reactions to -- excessively impersonal, abstractive and discursive tendencies, with no "fixes" necessary, in sight, or even possible.

In fact, the fruits of vastly expanded engagement may be like the proverbial genie out of the bottle, free to spread, roam, and cause constructive or destructive results. Whether the consequences are good or ill – depending on who's judging, there's no putting that genie back inside. Even were that possible, the effects have advanced too far ever to be reversed. Glenn would likely assert that "there will be no unlearning; adaptation is our only choice."

Author: Belinda du Plooy
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University: University of South Africa

The phenomenon of The Charter of Compassion: promoting compassion as a means of global social cohesion and engaged communication

Compassion is situated at the nexus of our global understanding of survivalist concerns as well as our prophetic casting of a hopeful future for our species based on the principle myth of a common humanity. This is evidenced in the awarding of the 2007 TED Prize to renowned religious historian Karen Armstrong, who was awarded the prize of \$100,000 to make her wish for a better world come true. Her wish was to establish a worldwide Charter for Compassion as "a summons to compassionate action" (Armstrong, 2011:22), with the Golden Rule as the guiding principle. In an attempt to make the Charter a truly open, transparent and global tool, "thousands of people from all over the world contributed to a draft charter on a multilingual website" (Armstrong, 2011:4). These comments and suggestions were submitted to a Council of Conscience, consisting of prominent representatives from six faith traditions (Judaism, Christianity, Islam, Hinduism, Buddhism and Confucianism) who met in 2009 in Switzerland and composed the final version of the Charter (among those involved were The Dalai Lama and Archbishop Emeritus

Desmond Tutu). Symbolised by an image of the Möbius strip (∞) and the slogan "Peace Starts Here", the Charter's web site and social media pages now serve as gateways to the work associated with the Charter and its partners. With the Charter Armstrong aimed at constructing a popular, commonly accessible and acceptable, new spiritual discourse of praxis, based on the ideal of unity-in-diversity, which could challenge and destabilize the entrenched systems of power that control the institutions and imaginations of our time. Aided by, and fully utilizing, the variety of modern media available to her, Armstrong communicates her message in innovative but also increasingly familiar ways, thereby ensuring it will be perceived as not only easily accessible but also trustworthy and credible. The power of what Armstrong does with the Charter lies in that she manages to popularize compassion by first deconstructing it and then presenting it in an accessible non-specialist synthesized fashion, thereby remythologizing it into a common usable praxis for a heterogeneous global community. Following the Charter in 2011 with a book called Twelve Steps to a Compassionate Life, Armstrong has contributed significantly to one of the most significant re-imaginings of contemporary discourse and culture. This paper will serve as an excavation and problematization of the strategies utilized by Armstrong in communicating and promoting the global message of compassion.

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Social Media (Facebook) and Its Impact on Human Communication and Relationships: A View on Behavioral Change and Social Unity

Referring to Trimpe (2011), as of year 2011, there are five hundred millions Facebook (FB) users in the world, which means there is one out of every 13 people on earth is active in FB. Of the number of FB users, it is reported that 48% of 18 to 34 years old users check FB right when they wake up, which has also reflected that half of the percentage of the users around the world are obsessed with FB. Back in Malaysia, Socialbakers.com (2012) has reported that there are more than 13 million FB users in Malaysia, which is ranked the 18th of all FB statistics by countries, and positioned between two developed countries where Japan is ranked at the 17th and Taiwan the 19th. Paul Selva Raj (2012) states that an international survey found out Malaysians have the highest of FB friends, with an average of 233 friends in each account and they have spent nine hours per week on FB, which is one of the highest compared to other countries. The Communications and Multimedia Consumer Forum of Malaysia (2012) has recently covered a story in its newsletter questioning the screen time children spent on looking at the norm to a normal behavioral practice among them. The impact of social networking is varied from good to bad. Malaysian Communications and Multimedia Commission (2012) have categorized the pros as that it is cheap or a free way to communicate, it is for networking, creates new interest, information sharing, creates opportunities, for business purposes and it is easy to use. The cons of social networking are issues of addiction, identity theft, danger to kids

or predators, privacy, wrong information, negative information and not profitable in a big way. Telegraph (2013) reports that four in five teenagers 'hide Internet activity from parents'. On the other hand, Telegraph (2013) has also reported that getting pensioners online could solve elderly loneliness crisis. Baym et al. (2007) has stated that online relationships are of a low quality than offline relationships, whereas in an interpersonal communication research, closeness and intimacy are critical to a strong relationship. Kelly et al. (1983) and Mesch (2006) refer to closeness as strong, frequent, varied, and enduring relationships that have been revised and are encountered in Internet settings. Looking at the contradiction in an innovative interaction between classic community communication and social media, there is an unknown scent of the future struggling and challenging both human communication and relationships in the presence of digital culture. This research uses Diffusion of Innovation to study the wide and continuous spread of digital culture in human communication; and, Media Dependency in learning and structuring the cognitive, affective and behavioural effects of social media on each person uses the media in different ways. This research will be using online survey to gain opinions from a social network site as an update of views and reflection of self awareness to all levels of people.

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Evaluating engaged communication in geo-environmental high risk areas: the case of the Tlokwe Dolomite Management Desk

The Tlokwe Local Municipality in the North-West province is facing a potential disaster in the form of dolomitic land threatening the safety of informal settlements. The term 'dolomitic land' is used to describe areas underlain directly or at shallow depth by dolomite. When structures are built on dolomitic land, the chances of sink holes forming are elevated. Ikageng, Promosa and Mohadin in the Tlokwe Municipality have been built on dolomitic land, whereas certain areas within these settlements have been identified as being at high risk of sink holes. The residents that occupy the 'High Risk Areas' will in all probability have to be relocated to avoid any injuries or death that may be caused by sinkholes. Relocation of communities has a negative connotation in the South African context since forced relocations was part of the Apartheid regime. Many of the residents in the high risk areas are convinced that the dolomite risk is a smoke screen to remove them from their land. It is therefore necessary to create awareness and understanding among the affected communities, and most importantly among the residents situated in the "High Risk Areas".

In order to manage the dolomite risk, the Tlokwe Local Municipality, in collaboration with the Touching Africa Development Trust, activated a Dolomite Management Desk to interact and engage with all stakeholders. The aim of the Dolomite Management Desk is to act as a relay centre where all stakeholders such as building contractors, municipal technicians, other

municipalities with dolomite risk and the community can lodge problems and/or questions regarding dolomite. Since an incident report is lodged, all calls or e-mails can be followed up, which ensures higher productivity and eventually stronger relationships between the Tlokwe Local Municipality and its stakeholders. Strong relationships, characterised by trust, between the Tlokwe Local Municipality and the community is crucial in managing the dolomite disaster risk.

The purpose of this study is to evaluate the Tlokwe Local Municipality's Dolomite Management Desk in informing stakeholders of the potential dolomite risks, and to ensure their co-operation by means of mutual understanding and trust. This will be done by using the Excellent Theory as guideline to determine whether two-way communication, with specific emphasis on relationship building, is effectively used to reduce possible disaster risk.

A qualitative approach will be followed. Semi-structured interviews will be conducted with the managers of the Tlokwe Dolomite Management Desk to determine their communicative intent. The nature of the incident reports will be determined by means of a content analysis. Thereafter, structured interviews will be conducted with persons (determined by means of purposive sampling) who lodged questions and/or problems concerning dolomite to determine whether the Tlokwe Dolomite Management Desk raised awareness and served to build positive relationships between the Tlokwe Local Municipality and its stakeholders. Recommendations will be made to assist the Tlokwe Dolomite Management Desk in engaging with its stakeholders to reduce the risk of a dolomite disaster.

Keywords: Relationship management, two-way communication, disaster risk reduction communication, high risk areas, geo-environmental disaster risks.

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An explorative study of Afrikaans music's impact on the perception of social cohesion

The role of music in disrupting or creating social cohesion is studied from various viewpoints. Loud music, for instance, creates the impression that a neighbourhood is unguarded, which increases crime levels. Globalisation is blamed for a loss of cultural identity in favour of international trends. On the other hand, music can reach across boundaries to create interactions between communities, creating opportunities for cultural exposure. Participating in music groups or musical evenings shows a promotion in the creation of trust, attachment and tolerance. Whatever the viewpoint, music is a communicative force in social cohesion to be explored in the habitus of communities.

This paper explores the impact of Afrikaans music on the perception of social cohesion from two dimensions typical to globalisation:

ABSTRACTS - A. COMMUNICATION IN GENERAL

- The horizontal dimension, which entails a progression of temporal and spatial disparities, culminating in the idea that the world is moving towards becoming a single system; and
- the vertical dimension, which comprises two processes. The first is a trend toward homogeneity, synchronisation, integration, unity and universalism. The other is a trend towards localisation, heterogeneity, differentiation, diversity and particularism.

It goes further to address authenticity in local and global cultures, specifically what can be described as the resources that form specific cultural identity. The authors question the centrality of personal and linguistic identity in the self-definition of Afrikaans people. Can the consumption and/or exposure to Afrikaans music be seen as a resource in the formation of cultural identity? And if so, how central is it? Is the idea that music is a force of social cohesion in the Afrikaans culture exaggerated? From an empirical viewpoint, the authors conducted 40 explorative interviews with respondents who have Afrikaans as mother tongue but vary in terms of socio-economic class and education. Issues/Themes addressed include commercialism, popularity, participation in events, support of recent ventures such as the relatively new DSTV music video channel for Afrikaans music, and appeal. These themes were explored as outlets of cultural identity, tools for the promotion of social cohesion, and reactions to globalisation.

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Counter-information as an act of resistance; a Deleuzian analysis of the Wikileaks saga

In 'Postscript on Control Societies', published in *Negotiations* (1995), the post-structuralist thinker, Gilles Deleuze, argues that societies today can be defined as control societies, a term he borrows from Burroughs. In doing so, he moves past Foucault's concept of the disciplinary society, a model that, although still relevant, is outdated in terms of its capacity to characterize the rapidly shifting dynamics of the present (Foucault himself stated that disciplinary societies were not eternal). Deleuze characterizes the language of control societies as being made up of codes, indicating whether access to some information should be allowed or denied. In addition, he posits that control societies function within a time where information technology and computers are the constantly utilized machines of our time. This implies a number of dangers for those that wish to monopolize the distribution of information, in that, as Deleuze writes, the passive danger of the use of these machines is noise, and the active, piracy and viral contamination.

However, in *Two Regimes of Madness* (2007), Deleuze argues that the production of counter-information in control societies can function as an act of resistance to information as monopoly.

With regard to these reflections offered by Deleuze, the paper aims to explore the impact of the controversial website, Wikileaks, in terms of its ability to act as a form of counter-information. Wikileaks claims to be an uncensorable and untraceable provider of information, allowing for

whistleblowers to post 'classified' information on the site, without fear of recrimination. It uses a number of cryptographic technologies, such as OpenSSL, FreeNet, PGP and Tor to achieve this anonymity for its users. In providing this "service", the founders of the website argue that they allow for a fully informed public, which is necessarily the condition for a functioning democracy. The aim of the paper is not to validate the founders' viewpoint, but to rather explore the clash between the website and those who traditionally attempt to monopolize information in Deleuzian terms.

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Cohesion and Identity: some responses to two photographic exhibitions dealing with Afrikaner Identity in a post-Apartheid dispensation.

The arrival of the new democracy in 1994 gave new impetus to the reconfiguration and renegotiation of identities. Many Afrikaners sought to redefine their place in this country. The Afrikaans Media became a site for such discussions. *Die Jong Afrikaner*: a self-portrait opens a window into the world of the urbanized creative, engaged group of Afrikaners while the work done by Roger Ballen on the 'Zef'-group, *Die Antwoord*, prompted strong reactions in the media. The Afrikaans media in the instance of these two texts formulated responses to South African social phenomena such as Afrikaner identity, whiteness, social belonging and citizenship. This paper argues that media responses to photographic exhibitions by Roelof van Wyk and Roger Ballen somehow, perhaps even inadvertently, produced new shared values regarding Afrikaner identity and in the process, whether intentional or not, formed links with the larger media and, even if coincidentally, contributed to shared values which could inform future social cohesion. Furthermore the paper attempts to deliver an answer regarding the role of the media in constructing notions of citizenship and demonstrates how the media is capable of instigating social cohesion which might counteract technology driven expressions of individuality, consumerist occupations and a growing lack of shared ethical principles. The paper refers to John Hartley's (2010) formulation of Media Citizenship which produces cohesion in the process of constructing identities, associative relations and communities. It is further argued that while globalization prompts cultural difference it also has a homogenising effect on cultural production resulting in a form of cohesion. The paper shows how social cohesion is manifested in media responses to the way in which some new young Afrikaners paradoxically adopt a global culture while at the same time emphasize uniqueness and cultural difference. Identities previously locked in isolation have now become fluid and could change constantly but this very fluidity and the acceptance and normalization of change in themselves are products of shared values and consequent social cohesion prompted and informed by media responses to cultural phenomena.

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BRICS and the Discourse of Capitalism in Developing Nations

The agreement of 5 countries in 2010 has led to a potential restructuring of the global economic, political and financial spheres. Through the establishment of the (BRICS) initiative Brazil, Russia, India, China and South Africa have positioned themselves as the leaders of the 'developing world'.

Through a series of summits, BRICS has established and announced its goals and strategic action plans to be implemented. The first of five BRIC Summits took place in Yekateringburg, Russia (2009), where the elected leaders of the four countries formally declared the membership of the BRIC economic bloc (Bricks - Durban South Africa. 2013). The second summit took place in Brazil (2010), in which South Africa joined this group, resulting in BRICS. The third summit was hosted in Sanya China (2011), with the fourth summit being hosted in New Delhi, India (2012). The fifth summit took place in Durban South Africa, between the 26 and 27 March 2013, which aided the discussion of key issues and the creation of an action plan.

The action plan titled eThekwini is the final statement of the conference and outlines major changes to the global economy, such as a call for the (IMF) International Monetary Fund to reform its existing policy and "reflect the growing weight of BRICS and other developing countries" (eThekwini Declaration. 2013. 2). Other major announcements include; firstly the establishment of a new development bank to mobilize finances for projects in emerging economies, secondly the creation of a (CRA) Contingent Reserve Arrangement of \$100 billion US Dollars as a financial safety net to further economic stability and financial support in developing nations, and finally the statement outlines a "Multilateral Agreement on Infrastructure co-financing for Africa" (eThekwini Declaration. 2013. 3-4). The implication of such an alliance implies a particular agenda to be investigated. In order to do so, the author proposes a study of the BRICS organization and the linguistic product of the fifth summit, the eThekwini Declaration. The article proposed will discuss the formation of the BRICS organisation, its vision and objectives. Secondly the article will outline the major outcomes and strategic plans announced at each of the five summits. Thirdly the article will analyse the eThekwini Declaration (2013) in the form of a critical content and discourse analysis, investigating the dominating power relationships and their possible effects on the globe. The content analysis will consider the linguistic products (in the form of declarations) of the first five summits to provide the major outcomes of each, whilst the discourse analysis will contemplate the eThekwini Declaration through the use of Michel Foucault's distinctions of discourse.

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Mainstream Media, Social Media and Social Cohesion: How Social Media are helping reinforce Social Cohesion in Zambia

Zambia, a country with over 72 ethno-linguistic groupings and a growing democracy has traditionally experienced very little problems relating to matters of exclusion. However, over the past 15 years, debate and evidence relating to increased exclusion and marginalization of sections of the society have increased, raising questions on the levels of social cohesion in the country. Today the levels of societal fragmentation seem to have reached alarming levels. This fragmentation has sadly come to be played out in the media. Some sections of society have argued that the media has tended to offer an ear to very few voices and not those of opposing views. Although, several definitions of social cohesion exist, there is a general commonality for most, and that is, it is being the lack of exclusion in society, (Dahrendorf et al., 1995). Others such as Jenson (1998) identify several dimensions that help create an understanding of social cohesion. These include inclusion, belonging, participation, recognition and legitimacy. Most, if not all of these aspects are also played out in the media.

At the same time, and as is the case in many other countries around the world, the use of social media have increased in the last decade. For Zambia, this growth has been observed particularly in the last 5 years, with the number of internet users growing exponentially. Undoubtedly, social media have gained importance as preferred platforms for unrestricted interaction and debate. This is true particularly for groups that have felt a sense of exclusion from the mainstream media platforms.

The paper will seek to demonstrate and give evidence of how social media are being used as a platform for airing out the views groups that have felt excluded by the mainstream media from matters relating to national development. It will give reasons why social media are preferred for this cause in Zambia and will further provide evidence of how social media tools have brought about a level of social cohesion. By analyzing the various aspects of social cohesion from a wide range of literature, in relation to views from interviews and textual analysis of social media messages, the study will situate these aspects in line with actual practice and usage.

The paper posits that social media help enhance social cohesion in better ways than mainstream media do. However, this enhanced level of cohesion is limited by factors such as low levels of access to social media tools that are mostly tied to limited access to the internet facilities due to poor infrastructure and high cost of connectivity. As a result of this, the paper argues that the status quo relating to levels of exclusion in the media will be maintained as long as the media system remains as it is currently aligned, i.e. predominantly state run.

ABSTRACTS - A. COMMUNICATION IN GENERAL

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Emergency agencies' in-crisis communication challenges

"The critical component in crisis management is communication" (Coombs, 2012:17), but somehow the vague concept of "communication" is always cited as a problem in in-crisis situations. Specifically communication to ensure coordination between emergency agencies in bigger incidences remains challenging.

Available corporate communication literature mainly focuses on pre- and post-crisis reputational communication from an organisational point of view. Only lists of actions are cited as "communication management" during an incident. These lists focus mainly on technical actions and also only promote a linear one-way push of information (Littlefield, et al., 2012:248) for the in-crisis stages. When considering the two-way symmetrical approach to communication management, as well as the stakeholder relationship theory, one can understand that the available literature does not sufficiently elaborate on the emergency agencies' in-crisis communication challenges.

Currently South African emergency agencies apply a hybrid of the Incident Command System (ICS) structure when attending to an incident, in order to ensure coordination and effective management of the scene. The ICS structure is a method of dealing with crisis in which response agencies can work together, and where communication is supposed to be aided through the structure used (International Wildland Fire Summit, 2003:3). However, even though this structure is used, communication still remains one of the biggest challenges for emergency agencies during the in-crisis situation.

An exploratory method of reflective or interpretive action research of how North-West Province emergency agencies trainees on an "In-Crisis Communication Course" envisaged communication flow during an incident, was used to gather data.

The goal of this paper will be to:

1. Understand how current corporate communication literature can contribute to emergency agencies' in-crisis communication experience;
2. describe what emergency agencies' current view of communication flow is during an incident; and
3. to make recommendations to emergency agencies in terms of how communication management during incidences could be improved.

The findings of this paper indicates that clearing the confusion regarding communication in the in-crisis situation, could assist emergency agencies to more effectively manage the incident.

Keywords: *Communication management, disaster risk reduction, in-crisis communication*

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DR4 communication in the South African context: The opportunity for and responsibility of communication practitioners

Within the disaster risk reduction (DRR) field the term that is used to encompass all pre- and post-disaster phases such as disaster planning, preparedness, prevention, mitigation, warning, impact, rescue, relief, rehabilitation, reconstruction and recovery (Van Niekerk, 2008:367), is disaster risk reduction, response and recovery, shortly referred to as DR4. DR4 communication refers to communication management applied during the disaster management phases.

In the Hyogo Framework for Action (UN/ISDR, 2005), that calls for action to build resilience of nations against disasters, information sharing and cooperation, dialogue between parties involved in disaster management, public awareness and media relations is suggested as some of the priorities that should receive attention (UN/ISDR, 2005:23). Specific attention is also given to the importance of communication between stakeholders and specifically the fact that disaster risk reduction requires specialist knowledge on communication management (Wisner et al., 2012:1).

In addition, the South African National Disaster Management Framework (SANDMF) specifically focuses on communication management and communication flow during incidences by identifying this aspect as one of the three enablers of the SANDMF (South Africa, 2005:3). Communication responsibilities are even assigned to the Provincial Disaster Management Centre and Municipal Disaster Management Centre (South Africa, 2005:13-14). Communication is thus regarded as a critical aspect of disaster management (Coombs, 2012:17) and they recognise that assistance with disaster communication management is needed in order to limit the current problems experienced within this field (International Wildland Fire Summit, 2003; Reid & Van Niekerk, 2008:246).

Furthermore, from a DRR point of view, the little information there is on communication, focuses only on media engagement during a disaster (Radford & Wisner, in Wisner et al., 2012:761-771; Van Niekerk, 2008:362).

From this analysis it is clear that there is a need for the communication practitioner to apply sound strategic communication management principles within this environment. Furthermore, where there is such a need for communication management guidance – and in addition where it so directly affects people's lives – in accordance with the reflective paradigm, the communication practitioner has an ethical and moral duty to offer their knowledge and expertise within the DRR environment.

This paper aims to:

1. Show the opportunity for communication management within the DRR field; and
2. Highlight the ethical and moral duty that communication practitioners have to apply their knowledge within the DRR field.

Specifically in South Africa, where 77 natural disasters (between 1980 and 2010) took place and various man-made disasters are prevalent (Preventionweb, 2012), communication management has a positive role to play in disaster risk reduction.

Keywords: *Communication management, disaster risk reduction, DR4*

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The theoretical applicability of using social media as facilitator for participatory social change

Currently the participatory approach to social change is seen as the normative approach to social development. The participatory approach is informed by the principles of dialogue which also implies empowerment and cultural diversity thus engaging all relevant audiences in a specific context.

Initially the participatory approach was associated with interpersonal communication, but in recent years there has been an increase in research focusing on the use of mobile phones for social change in developing countries. Mobile phones are bridging the digital divide in developing countries and empower people of developing countries by engaging them to take ownership of their own development. Due to this, the mobile for development (M4D) project was developed and aims to use cell phone technology to bring about positive economic and social change in developing countries. loveLife is one of the organisations who support the M4D project through their social media network MYMsta. The MYMsta social media platform engages their audience to develop a sense of belonging and community by connecting like-minded individuals through a mobile WAP site. Social media networks, like MYMsta, strive to promote dialogue between users, active participation and take into account the different cultural identities of their users. These interactive principles relate to the participatory approach and it could thus be argued that social media (mobile phones) could facilitate participatory social development. This implies that social media has the ability to engage different audiences.

However, the mere interactive nature of social media does not warrant that it is used to facilitate participation. It could merely be used to disseminate information in a one-way manner and try to instil foreign ideas on participants without engaging different audiences.

This paper will critical analyse the theoretical applicability of using social media as facilitator for participatory social change. loveLife's social media platform. This will be done by means of a literature study of the principles of the participatory approach to social change and the characteristics of social media. loveLife's , MYMsta, will be used as case study.

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If Africans value Ubuntu, why so many problems?

Ubuntu is understood to be a quintessentially African moral approach which guides the thought and practice of Bantu speaking Africans. It is understood to enjoin people to value the collective over the individual. Perhaps unsurprisingly, Ubuntu is often distinguished with reference to estimations of the extent to which it is distinct from Western modes of communicating self. Unfortunately Africa is beset with development, health and other challenges that attest to failures to productively achieve,

in communication, the social cohesion that is essential to Ubuntu. This paper asks how communication scholarship can address the problem of social cohesion, among people to whom the moral approach of Ubuntu is ascribed. It does so with the view that how this problem is addressed, often with appeals to Ubuntu, says a great deal about the extent to which Africans are respected and recognized in facing challenges such as those associated with HIV/AIDS.

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Communication for development: Are Thusong Service Centres really delivering a communication platform?

This paper seeks to elucidate some of the planning issues associated with Thusong Service Centres in South Africa. These Centres are government service provision - 'under one roof' - facilities, largely located in poor rural environments, which are designed to meet a wide range of needs for people who remain marginal in the new democratic society. The paper offers an overview of what these centres set out to achieve, identifies some of the problems associated with the functioning of the centres, and raises some questions about the planning processes which might contribute to the centres playing a more vibrant role in communication and development. Focussing on issues of access, and information and communication technology, the author teases out some of the tensions and shortcomings in current practice, specifically the role of spatial planning and institutional support.

Central to the process of creating a stronger service delivery mechanism, as well as a community connected, is the platform provided by new ICT's. Establishing lines of responsibility, and delegation of support roles, has become one of the key bottlenecks to the successful functioning of these centres, and the paper looks at the possible ways in which these difficulties may be ironed out in a collaborative way with the communities themselves. This calls for a clearer understanding of the limits and possibilities of participation, especially in a context where 'participation' has been subsumed under 'service delivery' as a government priority. It would appear that there is little evidence to suggest that these new ICT's themselves constitute a clear opportunity for a broader participatory moment in the lives of poor and marginalised people. The paper concludes with an assessment of the current situation set against the lofty ideals written into policy frameworks, and is particularly concerned with the appropriation of the 'development communication' jargon that characterises state conversations about these questions.

ABSTRACTS - A. COMMUNICATION IN GENERAL

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Social cohesion and youths in the Nigerian Polity: A communication perspective

The fabric and strata of Nigerian society have been disorganized and in a state of flux. That accounts for why the nation after 50 years of independence with her abundant resources could not develop at a faster rate as expected. Every aspect of our socio-political life does not seem to work effectively. Indeed, a Nigerian magazine, Newswatch, once had a headline "...nothing works in Nigeria". There is a gradual trend of opinion formation in the country by youths. The youths are coming together in unison at newsstands, small gatherings and online foray, discussing national challenges and condemning the spate of progress in the country and asking for the way forward. This paper is concerned about the communication perspective(s) that has made this cohesion, interaction and unity of purpose possible. This work, therefore, takes on a qualitative and exploratory perspective to determine the types of communication that have made this possible; the network of communication, the mode of communication and how the communication processes have influenced the acquisition of opinions by Nigerian youths in the light of governmental or national issues in a quasi democratic setting. The paper suggests that the conduct of government informs basic opinions diffused, especially through inter personal communication and set in concrete by public discourse at newsstands, public gatherings and its extension in cyberspace. Such opinions by the Nigerian youth, forms the basis of his attitude to the polity. Solutions were proffered and recommendations made.

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Exploring the Relationship between Social Networking, Social Capital and Subjective Wellbeing amongst Rhodes University Students.

There has been much debate and disagreement over whether the use of social network sites (SNSs) isolate people and truncate their relationships or alternatively, provide beneficial connections with others. This debate has been framed by a growing body of international literature which explores the relationship between the intensity of use of SNS to the maintenance of social capital and in turn the relationship between social capital and well-being/life satisfaction. It is an exploration of the triadic connection between SNS use (in particular Facebook), social capital, and well-being that underpins our paper. Our research subjects are Rhodes University students and has its roots in formal and informal

discussions with members of the Rhodes University Counselling Centre. These discussions revealed that students were increasingly presenting to the clinic with feelings of depression, isolation, and alienation. In relating these observations to the afore-mentioned research concerns, key issues to be explored in the paper include: How, on the RU campus does SNS use either contribute to or help alleviate feelings of isolation and alienation; do students who use SNS experience smaller social networks and are they exposed to less diversity; how does the intensity of SNS use relate to students' experience of intimacy in their relationships; do students use Facebook to meet students whom they have never met or rather to help cement existing off-line relationships; what is the relationship between on-line and off-line relationships? These are issues that have been explored in some of the international research but never within the context of South Africa with its' class and race cleavages materially lived out and experienced in our educational institutions. Our data has been generated through the administration of an online random sample survey of Rhodes University students and has been analysed using Statistica Version 9. A multivariate statistical analysis has been employed to describe the complex relationship between Facebook usage, demographic variables, social capital and well-being.

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Sarafina In Black and White: Transformative Learning and Social Cohesion Through Theatre

Mbongeni Ngema's Sarafina is a musical theatre performance which premiered at the Market Theatre in Johannesburg, South Africa in 1987. It later became a Broadway (USA) hit and a film (1992) starring Whoopi Goldberg. The original Sarafina was a protest performance which dramatised the Soweto uprising of 1976 that saw innocent school children sacrificing their lives for the love of freedom. This protest theatre highlighted the role that black South Africans, including school children played in the struggle against the oppressive and suppressive forces of apartheid conventions in South Africa. In October 2012, the Department of Performing Arts, Tshwane University of Technology adapted Sarafina into Sarafina in Black and White to the admiration of the audience in post-apartheid South Africa. While in the original Sarafina, Sarafina (a black girl) and her courageous and determined black students pitched tent against apartheid and forecast the release of Mandela from prison, Sarafina in Black and White features a white girl playing the role of Sarafina (lead role) and many other white students playing key roles in the musical theatre presentation. In the spirit of Fugard's My Children, My Africa, Sarafina in Black and White celebrates a future where both blacks and whites would stand up against retrogressive practices in society irrespective of which race is affected. The aim of this paper is to examine the new play as a classical example of edutainment, and an experimental theatre in social cohesion.

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Social conscience through experiential learning projects

The need to integrate real-world experience into undergraduate university programmes has necessitated an unconventional approach to student placements that moves away from the traditional corporate environment to alternative organisational placements, including non-profit organisations. While the primary objective of such placements is experiential learning, they also seek to develop a sense of social conscience among students and to encourage students' continued engagement in community issues and projects once they enter the working world.

The paper examines the use of non-profit organisations as real clients in a set of two third year public relations modules at the Nelson Mandela Metropolitan University (NMMU) and seeks to interrogate whether such an exercise not only provides students with real-world experience but also instils in them a sense of social conscience and motivates them to become involved in community projects post-their studies. The paper draws on self-reflection documentation from students over a period of three years as well as feedback from the non-profit clients and observation by teaching staff.

In an era characterised by increasing awareness of the value of social engagement and conscience, such placements are invaluable teaching tools that may play a role in shaping the 21st century graduate into a socially aware and socially engaged individual. The NMMU's vision and mission, within the context of its Vision2020 strategic plan, articulate a growing awareness of the need for graduates who can address the challenges facing South Africa and the broader global community going forward. One of the core graduate attributes identified in the Vision2020 plan is social awareness and responsible citizenship. Through a case study of NMMU's BA Media, Communication and Culture programme, the paper examines how such experiential placements can shape the graduate attributes towards this socially aware and responsible citizenry ideal.

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Vaseline and market engagement: Why consumers prefer Blue Seal

Branding is a core means by which manufacturers of consumer goods try to engage with their markets. A brand is a bundle of values and ideas (a perception) that a consumer is invited to have of a particular product. A bottle of Vaseline, for instance, is more than a mere petroleum product to be used for skin care, or to protect skin against the effects of cold weather. Vaseline is a bundle of ideas and values.

Skin is the single largest organ of the human body. Good skin has been a goal for many people for at least as long as marketers have sold beauty products. The healing properties associated with petroleum jelly have long been the answer for countless people across the globe, particularly

in cold climates. Few people in the Eastern Cape would do without using Vaseline as part of their daily skin care routine. Vaseline is, in fact, integrated into the culture. The province is also one of the poorer regions of South Africa. One would therefore expect that the combination of (cultural) need and conditions of poverty to drive people to buy and use the cheapest petroleum jelly. In Alice in the Eastern Cape, however, consumers consistently buy Blue Seal Vaseline, which is more expensive than any of its competitors. The question is why.

This paper draws on a case study of why consumers prefer Blue Seal Vaseline to any of the cheaper alternatives. The study combines qualitative and quantitative methods (mixed methods) in surveying a significant sample of the beauty products market in Alice to understand the brand value of Blue Seal Vaseline in that area. The paper pays attention to important cultural factors involved in drawing a concourse of statements from two focus groups – one made up of towns people and another of students – and then describes the benefits using Q-methodology to analyse a sample of respondents' Q-sorts.

Q-methodology, invented by the American psychologist and communication researcher William Stephenson, is a quantitative technique for the statistical analysis of qualitative data. It is ideally suited for the study of brand perception and consumer behaviour. This study finds that people buy Blue Seal and not any of the cheaper alternatives for reasons that have almost nothing to do with the health benefits of petroleum jelly itself. It's all about perception. They're buying the perception.

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The promise of engagement and why contradiction offers a better communication model

The term 'engagement' is a tantalising synonym for 'communication', and closely resembles that other term, dialogue, that is often considered more 'communicative' than transmission and diffusion. In fact, we have come to refer to transmission and dialogue paradigms at a time when the current popularity of the latter lies partly in its ability to represent all human contact. Transmission is not only positioned against conversation, but in being imagined as 'vertical', it is made to represent power, domination and (in Ien Ang's view) "the installation of high communication systems and the logic of capitalist expansion."

Terms such as 'engagement', 'interaction' and 'dialogue' are imagined as horizontal. But it is difficult to image how any communication could be anything but engagement in its most general sense, whether this is understood as moments of message or media consumption/reception (transmission) or as the formation of the 'between' in Self/Other relationships (dialogue). Non-communication would thereby occur either as a failure of reception or as an occurrence of monologue.

Yet from Buber we note that reaching pure dialogue is something we seldom ever reach. Instead, we remain on a continuum between that and monologue. Similarly engagement is seldom ever reached, but remains a communicative ambition. Perfect reception is almost never reached, but remains an intention of communicators trying to 'get through' to an audience.

ABSTRACTS - A. COMMUNICATION IN GENERAL

Engagement and dialogue obviously serves to understand interpersonal communication; and in Bakhtin serves to understand manners of reading. But in complex situations, such as in organizational contexts, any communication mix will more than likely contain both dialogical and transmissive measures, and the success of both will be variously limited. Furthermore, the mesh between these vertical and horizontal communication will remain poised in tension – a contradiction – that helps us to see both transmissive and dialogical as necessary for a comprehensive communication model; as opposed to an either/or from which we opt for one or the other.

Putnam and Boys' (2006) discussion of various metaphors of communication offers a useful starting point in seeing how the both/and is preferable to the either/or from which we may be constrained to choose engagement over transmission. Their metaphors are conduit (transmission), lens (or information processing), linkage (network), performance, symbol, voice, and discourse. They identify the first three as belonging to a 'conduit cluster', and the remainder as dialogical types (2006: 544). In addition to the conduit and dialogue clusters, Putnam and Boys offer a further metaphor of contradiction.

Their explication of this form includes things like stability and change, and compliance and resistance. However, they seem not to recognise that the two clusters – transmission and dialogue – represent not only contradictory communication 'practices', but also counterpoised research traditions that constitute the communication discipline. We may go further, turning to Charles Taylor (and his notion of 'engaged agency'), to see how these two traditions follow the two trajectories of modernity – expressivism and rationalism – offering the moral and intellectual goods on which the transmissive and the dialogical traditions of communication draw as contradictory yet no less mutually constitutive sources of the discipline.

This paper presents an argument that extends Putnam and Boys' metaphor of contradiction by posing this as between expressivism and rationalism, hence between the transmissive and dialogical traditions that constitute communication both as a discipline and as a model that situates engagement more adequately than were it to be used as a descriptor of an idealised form of communication practice.

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Evaluating Communication Management in Geo-Environmental High Risk Areas: The Case of the Tlokwe Local Municipality Dolomite Project

The Tlokwe Local Municipality in the North-West Province, South Africa is facing a potential communal disaster in the form of dolomitic land threatening the safety of informal settlements. Research has shown that the settlements in the Tlokwe Local Municipality known as Ikageng, Promosa and Mohadin have been built on dolomitic land, whereas certain areas within these settlements have been identified as being at high risk of sink holes. A high risk area is defined as an area where more

than one sinkhole per hectare will most likely form. A further complication to this situation is the likelihood that residents that currently occupy the space in the identified 'high risk areas' will in all probability have to be relocated in the near future to avoid any injuries or death that may be caused by the eventual forming of a sinkhole. Relocation of communities has a very negative connotation in the South African context since forced relocations was part of the Apartheid regime. Many of the residents in the high risk areas in the Tlokwe Local Municipality went through forced relocations in the past and are therefore convinced that the dolomitic risk is just a smoke screen to remove them from their land.

A communication strategy needs to be drafted to create awareness and understanding with affected stakeholders, and most importantly with the residents situated in the "high risk areas". These residents need not only be informed, but more importantly understand the risk that they find themselves in.

The purpose of this conceptual paper is to discuss how the communication used by the Tlokwe Local Municipality to inform residents of the potential risks of dolomitic land, and to ensure their co-operation by means of mutual understanding and community engagement, will be evaluated. This will be done by using the Excellent Theory as guideline to determine whether symmetrical two-way communication, with specific emphasis on relationship building, is effectively used in the Tlokwe Dolomite Project to reduce possible disaster risk and reduce community vulnerability. This study may pave the way for new thinking from a disaster risk viewpoint, in how communication should be managed by disaster management centres and NGOs to reduce a community's vulnerability.

A qualitative approach will be followed in this study. Firstly, interviews will be conducted with municipality officials to determine their communicative intent whereafter a content analysis will be conducted concerning all the communication material used in this campaign. Eventually focus group interviews will be conducted with residents situated in high risk areas to investigate their experience with regards to received communication about the dolomitic risk.

Keywords: High risk areas, Communication Management, Geo-Environmental risks, Risk Reduction, Relationship Building, Two-Way Symmetrical Communication.

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News reporting paradigms in energy resource development discourses in South Africa - A critical analysis of electricity generation debates in print media.

The minerals- and energy-driven South African economy (Fine, Rustomjee and Fine 1997) crucially relies on the constant supply of electricity. The energy generator, Eskom, has a recent history of non-supply, and has been implementing several measures to counteract peak load. Base load relies on the current power stations, but future load estimates require far

more generation capacity.

In the news media, the debate between government planners and public opposition usually veers into existing areas of public concern such as air pollution by coal-fired plants, perceived risks of nuclear new-build, desires for renewable energy plants and insufficient public-private ventures. Underpinning some of these debates, it appears, is a conventional middle-class assumption of a binary opposition between non-renewable and renewable energy sources, as well as between industrial development and a presumed pure natural (or rural) environment; the argument seems to be that pollution inevitably proceeds from industrialisation, and that high levels of industrial growth are thus inherently undesirable. Voices of large disempowered groupings, on the other hand, vigorously counteract such interpretations, emphasising the need for their own economic and social development and related opportunities in the emerging industrial sectors.

Environmental green theories (e.g. Bond, 2002; Bond, Dada & Erion, 2009) and anti-industrial (including anti-nuclear) texts (e.g. Greenpeace 2012) seem to bundle current industrial, mining and energy generation practices as a de facto risk to the environment.

However, green technology developments, as proposed in several countries and through many inter-regional sustainable development initiatives, offer a more sensitive response to existing and future industrial needs than older practices, especially the outdated and often poorly maintained power plants of developing countries. In the reporting of public resistance against new energy plants, industrial, mining and energy generation practices therefore need to be discursively unbundled and each be critically assessed in reference to the sustainable development paradigm.

In this way, reporting can continue to emphasise the pressing need to improve or replace outdated and environmentally harmful industries in the energy sector, but not fall into the trap of romanticising pre-industrial societal organisations while remaining blind to the social and ecological benefits of green technology developments.

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South African youth and the politics of disengagement

On online networking sites, such as Twitter, there is evidence of vibrant political engagement that is indicative of a youth collective who are cognizant of their political role, yet this awareness does not necessarily translate into tangible offline political participation. This phenomenon is symptomatic of a disengagement from conventional political practice. While the disengagement is often deduced to be 'political apathy', there is evidence to argue that South African youth choose not to participate in overt political activity. Furthermore, the existence of an ability to contend with political discourses online does not necessarily suggest apathy, rather a disengagement from traditional politics of youth who do not regard themselves as included within the South African political landscape.

This paper therefore seeks to understand the motivations behind South

African youth's substantial online participation and the manner in which the interconnectedness and personal network nature of online networking sites such as Twitter create a space in which youth are able to engage in political discourses. In addition to this, this paper also seeks to understand the reasons for such disengagement and further explores whether mechanisms exist for this de jour trend to be leveraged into political collective action similar to that observed in the 2010 – 2011 MENA uprisings. Furthermore, the potential to exploit online connections into offline political movements that advance South Africa's democracy will also be scrutinized.

Keywords: youth, South Africa, Twitter, political disengagement, politics, identity

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An investigation of the contesting discourses articulated in the City Press in response to the controversial painting, The Spear.

This paper reports on research that addresses the controversy surrounding the exhibition and reviews of the painting, The Spear of the Nation (May 2012), from which the ostensibly constitutional debate serves as a precise and illustrative moment, of the greater, deeply ideological debate currently occurring between the South African government (ANC) and the South African media industry regarding the politics of representation, freedom of expression and the role of the press in a contemporary democratic South Africa. Recognising these conflicting positions, this study presents a qualitative Critical Discourse Analysis (CDA) of three editorials, plus three news reports articulating the ANC's perspective of The Spear, from one of the national newspapers embroiled in the saga, namely the City Press. The responses presented draw on a range of discourses that play out the concerns which form the undercurrent of South African social and political life, including discourses of race, class, culture and tradition against the discourses of freedom, progress, citizenship and democracy.

Investigating these dichotomous discourses elucidates the relationships and larger 'truths' that have historically dominated debates about media freedom, freedom of expression and democratic practices in South Africa and which clearly continue to play a significant role in the modern-day debate and the development of communications and media policy. This research is envisioned to be valuable for both sets of stakeholders in developing richer understandings relevant to issues of any regulation to be debated; and forms part of a larger project on Media Policy and Democracy which seeks to contribute to national public interest policymaking, particularly in relation to media diversity and transformation, to advance the constitutional culture of openness and respect for pluralism, and to develop the quality of democracy in South Africa.

ABSTRACTS - A. COMMUNICATION IN GENERAL

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“A serious public health risk? Virodene, Viagra, Vitamins and a failed regulatory system – implications for South African health journalism”

RATIONALE

There are approximately 155,000 unregistered medicines, food supplements and assorted products “legitimately” on the market in South Africa that have had no medical verification, nor any independent quality tests. These products could contain any kind of substance: consumers have to rely on the veracity of packaging, and simply trust the companies who produce these products. These poorly regulated ‘complementary’ medicines pose a serious public health risk, as well as a drain on ordinary people’s finances as they compete for share of health spending with more evidence-based products.

What is the role for journalists and the South African media in reporting on unregulated medication? The only mechanism for intervention in recent years has been complaints to the Advertising Standards Authority (ASA), which is able to order the withdrawal misleading advertising, but which has no power over the actual sale of the substances. Significant rulings by the ASA attract some publicity, but mostly the public is unaware that many unregistered medicines manufacturers have been compelled by the ASA to amend or remove advertisements for products.

The panel will partly look at how the ASA rulings are covered in the media and suggest how interest in improving this coverage might be encouraged.

In addition, the manufacturers of these products are substantial advertisers across all media channels, but particularly for magazines. Manufacturers try to avoid scrutiny by using Direct to Consumer Advertising (DTCA) methods (with erectile dysfunction medications leading the way in South Africa) but most still advertise in popular print media, and some on radio and TV. What kind of journalism might be needed to counteract the public health threat posed by these methods? And, for the media, is there an appetite to take on companies that are often important advertisers?

The panel will also explore how the pharmaceutical industry has responded to this regulatory hiatus (and public concern) by developing its own “Marketing Code Authority” (the publication of which is imminent and should be in the public domain by the time of the SACOMM conference). But who will hold the pharmaceutical companies to account, i.e. check if they are conforming to their own code? It is likely that only journalists or the small group of regular bloggers who run sites such as Camcheck and Quackdown will provide any scrutiny at all. The panel will explore the relationship between these kinds of dedicated public health websites (and more occasional blogging by other writers) to mainstream media and academia.

Drawing on a wide body of recent research, the proposed panel seeks to discuss and explore how journalism can – and indeed has to – step into the breach created by the failed regulatory system in South Africa.

SHORT RATIONALE

Who watches the watchdogs, when the watchdogs aren’t working? As South Africa flounders in its attempts to regulate and control ‘complimentary’ medicine, tens of thousands of unregistered medicines are ‘legitimately’ on the market in South Africa, with more appearing every month. But there is no medical verification of their efficacy, nor any independent quality tests of their contents. How can journalists interested in public health better respond to the regulatory chaos and public health risks in this sector? Especially when supplement manufacturers are among the biggest advertising in the print media?

B. CORPORATE COMMUNICATION

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Language and imageries as cultural motifs in Nigerian outdoor advertising

Advertising practice in the last decade to the present has become more sophisticated and scientific as it reaches the target consumer. The dynamics of a changing socio-economic environment with the emergent younger, urbane, sophisticated and better educated populace has affected the content of advert messages. This has further been accentuated through language and imageries which are evoked through different elements used in advertisements. Formal advertising in Nigeria developed in the early C.20th through the Outdoor medium, and since then creative and resonant messages had been achieved which impacted on target audience members. Through the Indigenization Policy of the 70s in the Country, advertising concepts and styles became nationalistic and had Nigerian icons, images while using Nigerian models. This practice had continued till the present. Culture is not static and is derived from various societal values and mores, and most times culture is derived and driven by the media. Aspects of society’s culture include dressing, colours, gestures, and languages besides other elements which are projected by the media. Advertising, an adjunct of the mass media has used such values creatively to reach their target prospects as to persuade and influence them to accept and respond to advert messages. Through the usage of cultural motifs, target prospects are assume do recognize and associate with such as theirs and become influenced to make purchase decisions. Advertisers therefore while developing advert messages take into cognizance the need to be ethical and honest in the message contents. This work used semiotics and content analysis research methods in the study of ten Outdoor advertisements in Owerri, Imo State, Nigeria which where arbitrarily selected from different sectors of the economy. The range of adverts studied include a bank, food seasoning, snacks, a tea brand, etc. These are national adverts which mean that they were conceptualized by professional advertising practitioners. Secondly, as national adverts, consideration is taken to use appeals which will draw the attention of Nigerians, in their copy. Technical limitations seen in Outdoor adverts are borne in mind in the analysis done. The study reveals that several cultural motifs suitable for the younger generation used. Language was deliberately manipulated to suit the concepts, and colour played a dominant role in the advertisements.

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Managing relations between academia and the private sector: getting engineers to engage

Relationship and stakeholder management offers a rich vein of conceptual

elements to explore, especially if the relationships between stakeholders occur in a setting or context where communication styles, attributes of communicators, communication goals and even setting specific characteristics bear influence on relational communication. If engaged communication implies a discursive awareness of each participant, then the maintenance and nurturing of stakeholders provides a domain for the exploration of engaged relational communication.

This paper explores the nature of engaged communication with specific reference to the competencies of communication partners and the relationship properties found in the partnerships between engineering faculty and engineering organisations. Within the broader field of stakeholder management both the competencies of stakeholders regarding relationship management and the descriptive properties of the relationships between stakeholders provide insight into the quality and derived advantages gained by all involved. Through explorative interviews and a thematic analysis, this paper contributes towards both the epistemological and the pragmatic understanding of the exchanged based relationship between academia and the private sector in the engineering context. This study encapsulates an explication of the seminal and recent work in stakeholder management and relational dialectics with an empirical component that entailed a qualitative analysis of the relationship between the Engineering Faculty of the North-West University Potchefstroom Campus and its stakeholders such as Sasol, Eskom, Afrisam, AngloGold Ashanti and Denel Dynamics.

Within the field of relationship management, the specific and unique properties that exist within a particular relationship correlates directly with the context of the relationship. The empirical component of the study confirmed this theoretical statement in so far as the engineering context gave prominence to certain relational properties and seemed oblivious to others. One of the highlights of this study is the conclusion regarding reciprocity and its transactional, instrumental qualities within the specific context. Relationship properties such as dependency between stakeholders and similarity in terms of communication style were also key elements in exploring the nature of these relationships. This paper concludes with recommendations for similar studies in relationship management.

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Perceptions of the corporate identity management process in the non-profit sector

As a developing society, South Africa is characterised by a growing number of diverse groups of organisations that can be categorised as the non-profit sector. Non-profit organisations are finding it difficult to sustain themselves due to a lack of effective management skills as well as the stiff competition amongst them as a result of reductions in donor funding. So these organisations aim to establish long lasting relationships between themselves and their many stakeholders, thus establishing a foundation of awareness, accountability, cooperation, support and participation. With this in mind, it is important for these organisations to differentiate

ABSTRACTS - B. CORPORATE COMMUNICATION

themselves from competition in order to promote the organisation to stakeholders, to gain credibility and trust among its stakeholders and be aware of their reputation with regard to their many stakeholder groups. Corporate identity management creates an opportunity for the non-profit organisation to present itself to its various stakeholders and through this identification process stakeholders create their own unique perceptions of those non-profit organisations. This in turn influences the reputation of the organisation over a long period of time. Thus, these non-profit organisations compete for funding but also for their reputational status within the communities they serve. A trustworthy reputation may in turn impact on stakeholder relationships.

Research with regards to corporate identity in the non-profit sector is a relatively new concept in the communication management sphere. Defining corporate identity is not a straightforward task, as there are varying viewpoints regarding the nature as well as the management thereof in literature and practice. It is a complex issue and as such the management of corporate identity should be seen as part of the strategic decision making process in organisations. The purpose of this study is to gain an understanding of how the management of some selected non-profit organisations perceives the corporate identity management process and how corporate identity is managed.

There can be presumed that managers of non-profit organisations do not fully comprehend how to develop and implement corporate identity management and ultimately do not take enough care with the role it plays in the establishment of stakeholder relationships.

Within this context the following research question can be asked: What are the managers of non-profit organisations perceptions about the corporate identity management process and how is corporate identity managed?

The exploratory nature of this study allows for a qualitative approach to research. Semi-structured interviews with management at selected non-profit organisations will be conducted. These interviews will be conducted in order to indicate how to develop an effective corporate identity, leading to a good reputation over time and establishing beneficial stakeholder relationships.

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The application of interdisciplinary communities of practice and action learning in strategic communication education

The need to include context based, as opposed to disciplinary content-based knowledge within university education has led to an increased inclusion of action learning, interdisciplinary learning and authentic work practices in university teaching (Ardley, 2006). Bader and Zotter (2012) assert that the failure to address complex societal issues comes from the fact that these issues are often dealt with by a single discipline, whereas complex problems and questions require interdisciplinary collaboration. The notion of communication integration in brand management has been

present in the marketing, corporate communication and public relations (PR) fields for many years (Duncan & Moriarty, 1998; Cornelissen, 2010; Hallahan, 2011). Christensen et al. (2008), as well as Hutton (2012) observe the trend towards communication convergence, which involves blurring boundaries and redefining different fields of communication, specifically marketing communication, public relations and corporate communication in practice. This tendency is even more evident with the development of various digital platforms for communication (Scott, 2009). Furthermore, the participation of the fields of marketing and PR in areas such as reputation management and corporate social responsiveness, further highlights the disciplinary overlaps. Therefore, it is important for strategic communication students to be acquainted with, and be equipped to deal with this convergence and complexity.

In order to prepare the students to work in interdisciplinary teams on complex issues an action learning approach was chosen to attempt to bridge the gap between theory (tertiary education) and practice (industry) and enhance learning. An action learning approach emphasises "reflection, learning from the experience and the knowledge in a social context" (Ardley, 2006:212). These interdisciplinary teams comprised of students from three different undergraduate qualifications at the University of Johannesburg: namely a BA Corporate Communication, a BA Marketing Communication and a Diploma in Graphic Design. Participation in the project was modelled on the community of practice principle. Working in 41 teams, 285 students took part in the project, which was coordinated by three lecturers from the above-mentioned fields. The project involved close cooperation with a non-profit organisation - the Organ Donor Foundation, which provided the students with a challenging client brief. Organ donation in South Africa is a complex issue due to the legalities, religious and cultural taboos, and misinformation that surround it. In addition to the disciplinary specific guidance from the lecturers, students received mentorship and guidance from industry practitioners from the Institute of Interactive and Direct Marketing of South Africa (IIDMSA).

On completion of the project, data from the students was collected using a mixed method approach: questionnaires, interviews and focus groups. In addition, informal interviews with the representative of IIDMSA regarding the content and the standards of the students' projects were also conducted. The data collected from the students, lecturers and the industry experts aimed at identifying: (a) the level of achievement on instructional goals (the brief), (b) the students learning experience, (c) the evaluation of the project from an administrative, logistical and process perspective.

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Social cohesion in a diverse workforce – the helps and hinders of engaged communication

Internal organisational communication in the mining and construction industries of South Africa is plagued by various obstacles including the illiteracy and vocational disparity of its workforce. Notwithstanding the imperiousness of these obstacles in the communication process,

arguably, none are as imperilling as the cultural diversity that these groups have been known for since these industries' inception.

Regulating bodies of these industries, which govern over its functioning (for example the Department of Mineral Resources and the Department of Labour), offer statutes and edicts to promote cohesion where there was previously disunion. The most sweeping of which might be the veto placed on the mining pidgin Fanakalo which has been a prevailing operative language in these industries almost since its inception. Ironically, the genesis of this language was in shared, if cohesive, understanding and participating, where diversity in the workforce did not allow for one single principle language to be adopted. Rather, workers interspersed various languages to create this patois, unique to these industries.

As an example and consummate of the diversity that is experienced in these industries, the manner in which the use of this language has been managed speaks to the manner in which governing bodies and organisations propose to take diversity in hand. This paper will explore the approaches taken to establish social cohesion in the diverse workforce of the mining and construction industries, against its veracity at two organisations seated within these industries. Making use of empirical evidence from an interpretivistic perspective, and in the form of focus groups and quantitative questionnaires, workers' perceptions regarding social cohesion in an employee body rife with diversity, and the manner in which engaged organisational communication could assist in its fruition, will be explored. Following the yieldings of this exploration, guidelines for engaged internal organisational communication will be proposed, as it applies to the creation of cohesion in a diverse employee body, specifically in the mining and construction industries of South Africa.

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Towards responsible management of digital reputation risk within open source branding contexts: A South African digital brand agency perspective.

The evolution of the global economy has seen a rise in the digital market space where consumers are no longer passive but they have become active participants in brand building. The development of Web 2.0 has not only led to virtually limitless connectivity and low cost access, but has also resulted in a need for new communication models in the digital market space. This paper aims to determine how South African digital brand agencies with a client base across a range of industries respond to the challenges of managing digital brand reputation risks in open source branding contexts.

While social media can be beneficial and a highly effective tool in customer service and brand management, it can also pose significant financial and other risks, especially in respect of online brand reputation and the brand risks posed by User Generated Content. The collaborative and expressive nature of social media allows users to participate in the production of brand content which is published and disseminated. This gives rise to what Mullins (2011) and Patricios (2011:20) refer to as the

collaboration economy where consumers become marketers and co-creators in building (and destroying) brands as they become increasingly involved in the dialogue surrounding a brand. The challenge that open source brand management poses is the loss of control over the management of the brand as a result of co-creation and co-production of brand communication.

While marketers and brand managers struggle to come to terms with open source branding, it is changing some of the fundamental principles of value creation that marketers have taken for granted for decades within previous paradigms. Fournier and Avery (2010:2) suggest that as more branding activity moves online, marketers are confronted with the realization that brands are not always welcome in social media, and seem inauthentic and intrusive amongst the cultural conversations of the social media. This has forced marketers to seek strategies aimed at collaborating and positively leveraging the influence of open source branding, while also devising new brand strategies aimed at brand protection rather than brand building. Consequently, a reconsideration of the strategies for managing reputation and branding is necessary where customers and managers have become so called 'consumanagers' who together co-manage the future of brand.

This study replicates and extends a previous exploratory study conducted by the authors amongst brand managers of the top ten South African reputation brands. A grounded theory approach will be used to conduct qualitative research. Data will be collected using semi-structured face-to-face interviews with agency professionals of the top ten SA reputation brands across various industries (as identified by an independent SA measure), and any other sources of information that may emerge from these interviews. Data analysis will entail thematic analysis of the transcribed interview texts to identify similar themes, categories or relationships. From this analysis conclusions will be drawn to indicate how SA Brand Agencies respond to, and manage brand reputation risks in open source contexts. Based on the findings, recommendations will be made on how brand agencies can revise their approaches to managing brand reputation within open source digital branding contexts.

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Challenges in the adaptation of a questionnaire for measuring stakeholder relationships in the context of Corporate Social Investment.

When modifying an existing measuring instrument for a specific context, a researcher can expect to be faced with various challenges. Changes to a survey questionnaire could range from superficial changes such as item formulations or adding demographical items to more complex changes such as conceptual or contextual adaptations. While literature on measuring instrument design offers a wealth of information on technical details, very little information could be found on conceptual and contextual changes to instruments – especially within the corporate communications environment. For this paper I will retrace the steps taken in adapting the Hon and Grunig (1999) relationship questionnaire

ABSTRACTS - B. CORPORATE COMMUNICATION

for measuring stakeholder relationships within the context of Corporate Social Investment (CSI). I will compare the actual steps taken with literature on instrument adaptation to indicate the process from both experiential and theoretical points of view. I will share the challenges faced during the process and lessons learnt from it. With this paper I aim to stimulate discussion on the adaptation of measuring instruments in the corporate communications domain in the hopes of contributing in some small way to relevant and rigorous communication research in South Africa.

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Title: What are the roles and responsibilities of profit and non-profit South African organisations in terms of Disaster Risk Reduction?

Emergency agencies' in-crisis communication challenges "The critical component in crisis management is communication" (Coombs, 2012:17), but somehow the vague concept of "communication" is always cited as a problem in in-crisis situations. Specifically communication to ensure coordination between emergency agencies in bigger incidences remains challenging.

Available corporate communication literature mainly focuses on pre- and post-crisis reputational communication from an organisational point of view. Only lists of actions are cited as "communication management" during an incident. These lists focus mainly on technical actions and also only promote a linear one-way push of information (Littlefield, et al., 2012:248) for the in-crisis stages. When considering the two-way symmetrical approach to communication management, as well as the stakeholder relationship theory, one can understand that the available literature does not sufficiently elaborate on the emergency agencies' in-crisis communication challenges.

Currently South African emergency agencies apply a hybrid of the Incident Command System (ICS) structure when attending to an incident, in order to ensure coordination and effective management of the scene. The ICS structure is a method of dealing with crisis in which response agencies can work together, and where communication is supposed to be aided through the structure used (International Wildland Fire Summit, 2003:3). However, even though this structure is used, communication still remains one of the biggest challenges for emergency agencies during the in-crisis situation.

An exploratory method of reflective or interpretive action research of how North-West Province emergency agencies trainees on an "In-Crisis Communication Course" envisaged communication flow during an incident, was used to gather data.

The goal of this paper will be to:

1. Understand how current corporate communication literature can contribute to emergency agencies' in-crisis communication experience;
2. describe what emergency agencies' current view of communication flow is during an incident; and
3. to make recommendations to emergency agencies in terms of how communication management during incidences could be improved.

The findings of this paper indicates that clearing the confusion regarding communication in the in-crisis situation, could assist emergency agencies to more effectively manage the incident.

Keywords: *Communication management, disaster risk reduction, in-crisis communication*

C. MEDIA STUDIES & JOURNALISM

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Cultural diversity and the mainstream news media In South Africa: a critique

Ever since the 1980s, there has been an acknowledgement that cultural diversity is a common heritage whose importance is central to the dignity of every individual, (UNESCO, 2002). Studies on multicultural journalism in Europe and the United States have identified the media as key vectors of identity, values and meaning, which therefore must recognize the multicultural constituencies that exist in any society, (Awad-cherit, 2008). Organisations that embrace diversity take diversity as a resource to be managed to improve their reputation, generate more creative and productive work environments and expand their market share, (Thomas, 1991). This paper looks at cultural diversity in South Africa's mainstream news media and maintains that the perspective of this media has generally been informed by ornamental multi-culturalism, which subverts diversity by ignoring its historical and structural underpinnings, (Lugones and Price, 1995). Within this perspective, the South African Rainbow cultures, it can be argued, are not equally and materially effective in terms of influencing the personality, character and values of citizens, which are important for the creation of a democratic economic and political system. The paper concludes by positing that a more interventionist approach towards cultural diversity in the media is required so that the media do not just recognize different cultures but also [re]present them as equal citizens. This however, can be achieved if the media do not use multiculturalism only for business purposes but for democratic reasons so as to nature a more inclusive society.

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Literary genres as point of interest in print advertising

Advertising remains a prominent area of interest for researchers engaged in analysing marketing strategies, stereotyping, ideology, gender, sexuality, art, culture, ethnicity, and numerous other tangents (Mika, 2004: 491).

The focus of this article is on the interplay between print advertisements and different literature subgenre's like poetry, drama, folklore, biography, etc. This interplay may be used to develop an advertisement's point of interest to attract attention from a specific target audience. Based on previous research I hypothesise that literary genres are exploited as a means to engage audiences.

This research has two specific objectives, to:

give a description of the typical genre characteristics of modern literature types as is found in print advertising in SA; do a Pragmatic analysis of these advertisements against the background of the specific literary

genre category and the genre qualities of advertisements to identify the implied marketing message.

The conventions governing advertising language operate against the backdrop of advertising's ultimate function: to assist brand X in selling product/service Y to market Z. This objective can be pursued through a variety of linguistic tools (both word- and image-based). Regardless of precise details, the common denominator is the attempt to engage audiences by virtue of the cognitive effort required to reconstruct an advertisement's implied marketing message (Skinner, von Essen and Mersham, 2001: 60-61). The mechanism that forms the focal point of our analysis is the use of literary genre types. In the texts that comprise our data, reconstruction of the implied marketing message is contingent on knowledge of specific genre types (historic novel, fairy tale, etc.) and the characteristics associated with these (rhyme in poetry, etc.). Thus, as suggested by Myers (1994: 10), the advertisements in our sample are open to multiple interpretations (provided that these literary genres are recognised at all). However, by assuming that audiences are capable of interpreting such references as part of an advertisement's overall commercial goal, copywriters construct a particular position for consumers; positions which include the assumption that they 1) have background knowledge about the literary genres that are referred to and 2) are aware of the commercial purpose of advertising. Provided that these assumptions are correct, exploiting established literary genres in advertising has the advantage of supporting a positive relationship between advertiser and consumer, which derives from the ego-boost experienced by the latter when they are able to recognise literary references and construct a viable (commercially relevant) interpretation of an advertisement (cf. Kuppens, 2009).

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Press representations of the national healing process in Zimbabwe post 2008 presidential election.

The journey to the realization of unity in Zimbabwe following the bruising and disputed 2008 presidential election has been marked by many challenges that include political, social, cultural, commercial, religious and historical. But the Zimbabwean dream for unity is very much alive. This dream saw the creation of a national healing committee to spearhead efforts towards unity after the creation of the government of national unity in 2009. This move brought hope for integration of people from different political party backgrounds in a calm and promising Zimbabwe. However, the past four years of the existence of the government of national unity has revealed a consistent paling of the unity hope as press representation and discourse reflect events of a shattered unity dream. This paper seeks to explain how, why and to what extent press representation on the national healing process affected its implementation. Key research methods used in this study included qualitative and quantitative archival research, survey research and content analysis. Based on the

ABSTRACTS - C. MEDIA STUDIES & JOURNALISM

main journalism and communication theories of gate-keeping, agenda setting, representation, media and political economy theories, this paper argues that press representations in Zimbabwe had a direct impact on the success and/or failure of the initiative. The paper found out that the overall underlying tone of newspaper articles on the national healing process were dismissive, negative and contributed very little towards fostering unity and tolerance in the Zimbabwean political life.

Keywords: *Zimbabwean press, national healing, unity, cohesion*

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New media as pedagogical tools in an ODL environment: the case of the University of South Africa

It is irrefutable that new media are transforming the way teaching and learning is conducted and this is evident in an Open Distance Learning environment such as Unisa. This study reports on the challenges and the benefits emanating from new media adopted by Unisa as pedagogical tools for enhancing teaching and learning with the primary objective being throughput. To achieve the stated aim, the following research questions will be answered. What types of new media are being utilized by both students and lecturers to transform teaching and learning? What benefits can be derived from using new media for teaching and learning in an ODL institution? What challenges are experienced by the students and lecturers in using new media for teaching and learning? The study will use a mixed methods approach by conducting focus group interviews and administering questionnaires in order to encapsulate the different viewpoints of its target population. The target population will comprise 1800 Unisa students and 300 Unisa lecturers selected using purposive sampling. The quantitative data will be analysed using Statistical Package for the Social Sciences and the findings from the focus group interviews will be analysed using open coding and thematic categorisation. This paper argues that new media is the solution to bridging the transactional distance between students and lecturers in an ODL environment. Hence students are encouraged to utilise new media in their studies. However, it is important to note that there are challenges that come with new media. The study will investigate these challenges and also benefits of adopting new media to facilitate teaching and learning in an ODL institution.

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The Ubiquitous "Being" of Racism as an Object of Political Populism and Media Discourse

Issues of Race, Ethnicity and Xenophobia are an ever-present concern in many countries. This is especially the case in South Africa, which is relatively fresh from the double tragedy of apartheid and colonialism that it experienced. These issues permeate all institutions including media newsrooms and ultimately get re-envisioned and sometimes entrenched through public and media discourse. Over the last couple of years, for example, there have been court cases concerning hate speech emanating from former ANC youth leader Julius Malema's singing of the "Shoot the Boer" song; endemic farm killings including the murder of rightwing leader of the Afrikaner Weerstandsbeweging/Resistance Movement (AWB) together with the spate of public debates and media publications deemed racist such as those attributed to former newspaper columnists Kuli Roberts, David Bullard and Eric Miyeni; and controversial comments by government spokesperson Jimmy Manyi. These are just some of the examples of how pervasive racist discourse remains in South Africa. In this paper, I try to make sense of the way in which racism seems to be of great concern in major public discourses many years after the 1994 democratic dispensation which sought to eradicate any form of racism. I construct an analysis of racism discourse as a ubiquitous presence using the Hegelian notion of "Being" as an "indeterminate immediate" and Derrida's conceptualisation of South Africa's racial segregation as the "last word." I argue from this vantage point that Hegel's theorisation and Derrida's conceptualization elucidate why racism as a 'form of being' remains a pervasive occurrence that is difficult to transcend. In the end, I argue that there is a need for a national consciousness in search of its own legitimacy outside the confines of the apartheid or colonial moments and a new way of seeing and thinking as a psychological renaissance.

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New media mobilisations: investigating the radically democratic potential of social media in South Africa

Social media and new media technologies have become an increasingly influential communicative component within contemporary society. From Facebook, to Twitter and YouTube, interactive web and mobile-based media technologies are steadily becoming more accessible, and other popular forms of online communication continue to emerge. However, while already prevalent within the respective ambits of personal, community and business environments, social media use is also becoming an increasingly important factor within the realm of political practise and social activism. Admittedly, on the one hand, recent mainstream political use of online media, for example that evinced during the 2008 Obama social media campaign, has been

criticised by some theorists as underpinned by a liberal-consumer model of politics. That is, one in which the individual as self-seeking utility maximizer chooses between an array of options. Yet, on the other hand, different scholars have also begun to investigate the online potential of alternative conceptions of democracy. According to their perspectives, the internet and the connectivity, decentralisation and participation that it supports, are rapidly combining to constitute a platform that promotes radically democratic political practice. Against the backdrop of the latter theorization, this paper will investigate recent manifestations of radical democratic online participation, including – but not limited to – the 2010 - 2011 Arab Spring demonstrations and the Occupy Movement mobilisations. In this regard, particular focus will fall on the possibility of an online realisation of Ernesto Laclau and Chantal Mouffe's radical democratic theory of cohesion, coalition, hegemony and equivalence. And this issue will, in turn, be considered in relation to the use of social media by South African new social movements. Furthermore, the resonances and dissonances between such use and other international social movement online practice will be explored.

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Reportage of health challenges in selected National Dailies

The Nigerian health sector is in a pitiable state and is in dire need of doable recommendations that would move her national economy forward. The absence and/or inadequacy of information on health topics in recognized mass communication channels – books, newspapers, magazines, radio, television, internet, film, mobile phones – is partly responsible for the malady of the health sector in any nation's economy. This study – Reportage of Health Challenges in Selected National Dailies – attempts to evaluate the performance of the Nigerian (print) media industry when it comes to making relevant health information available. Is there really a paucity and/or inadequacy of requisite health data? Three Nigerian newspapers – The Guardian, The Punch and Nigerian Tribune – were selected for this study. Using a sample size of 60 newspaper issues, all health challenges reported in the selected National Dailies for four months (i.e. March, April, September & December) in 2009, were analyzed and presented in this study. The research design used was content analysis and the research instrument was the coding sheet. Seven research questions were raised on Reportage of Health Challenges in Selected National Dailies. The content categories employed in this study are Newspaper, Form, Specific Source Category, General Source Classification, Frequency, Slant, Prominence, Magnitude and Health Challenge. The researcher identified the forms used for the reportage of health challenges, in the selected Nigerian newspapers, based on these units of analysis: News, Features, Editorials, Pictures/Illustrations and Interviews. Health Practitioners/Personal Sources, Health Bodies/NGOs, Media Practitioners, News Agencies/Internet Sources and Unidentified Sources were the groupings used to determine Specific Source Category. The amount of reports on health challenges found in the 60 issues of the selected National Dailies for March, April, September & December of the study represented the Frequency. The researcher determined

Prominence from the placement of reports on health challenges in the National Dailies selected in this study. The newspaper issues selected from the three National Dailies for the study's analyses were arrived at using the systematic sampling technique. Based on the findings of this study, the researcher puts forth the proposition that the (print) media industry should prop up the Health Sector within its national jurisdiction via the regular, meaningful and in-depth portrayal of topical health concerns. In this manner, the Media reportage stands to earn a great deal of credibility and authority in bringing about desired changes in individuals and influencing positive growth and development in any geographical entity.

Keywords: *Health Challenge, Health Sector, Issues, Media, National Dailies, Reportage*

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Football and social cohesion: Challenges and prospects of uniting a polarised Zimbabwean society through football.

Football has been described as 'the world's most beautiful game' (Stapleton 2001). It is also arguably the world's most popular sport in terms of number of participants, spectators and fans. Like many African countries where football is the 'number one sport', Zimbabwe can aptly be described as a 'football loving nation'. Due to its mass popularity and emotional nature, football occupies an important, complex and controversial place in the cultural, religious, political, economic and entertainment lives of millions of the continent's powerful and powerless, and rich and poor (Pannenberg 2010). It has been observed that sport brings individuals and communities together, highlighting commonalities and bridging cultural or ethnic divides. Football has also been hailed for its contribution in uniting divided countries and helping bring peace in war torn countries. Because it is a common language that can bridge cultural, ethnic, and geographic divides, many initiatives use sport to promote the reconciliation of communities or nations in conflict. There is a general consensus in the academic circles that post 2000 Zimbabwean society finds itself in a dilemma of political polarisation mainly between the country's two political parties that is ZANU PF and MDC. Concerns have also been raised over ethnic tensions rampant in the nation state especially between the two major groups, the Shona and the Ndebele. The media which are supposed to play a pivotal role in uniting the people have been accused of fanning tensions and discord. It is in that context this study explored the prospects and challenges of using football, the country's most popular 'religion', as an instrument to forge social cohesion in a politically and ethnically divided Zimbabwean state. The study sought to carry out a 'thick description' of Zimbabwean footballing discourse as data was collected by focusing on comments and discussions posted online before, during and after Dynamos and Highlanders matches (Zimbabwe's biggest and most supported football clubs) and also the national team known as 'The Warriors'. Moreover ethnographic methods such as participant observation in football stadiums were also employed in an attempt to elicit thick data on the subject.

ABSTRACTS - C. MEDIA STUDIES & JOURNALISM

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When freedom of expression and the right to dignity collide: an ethical examination of South African artist Brett Murray's *The Spear*.

Over the past five years, South Africa has seen a steady rise in the number of cases brought forward by politicians that threaten freedom of expression. One of the most recent debates centred on Brett Murray's painting, *The Spear*, which portrayed President Jacob Zuma as a Lenin-type figure in a communist poster with his penis exposed. The painting received widespread criticism after it was published as part of a review in the City Press newspaper in August 2012, and culminated in two protestors defacing the painting while on display at the Goodman Gallery in Johannesburg. The country was split; many argued that it was part of a satirical display and well within the rights of Murray to publish the piece, while others believed that the painting should have been banned "because it humiliates Zuma, his many wives and children as well as affronts the dignity of all black men" (De Vos, 2012). Many saw the painting as a racially-provoked piece aimed at reaffirming racial stereotypes, and that work like Murray's undermined the hard won equality and dignity of South Africa's black majority.

This paper considers these debates both in the light of standard satirical conventions, which since the ancient Greeks has used the exposed penis as a way to 'strip' high ranking individuals to the equivalent of the common man (Hodgart, 1969), and in the current context of freedom of expression. It argues that the interpretation of satire and its inherent meaning is concerned more with a society's embedded prejudices, than with the prejudice of the artist. The paper examines the ethics involved in media reproduction of contentious images, and in this context considers the ethics involved in the debate between an individual's right to dignity and the public interest. Ultimately the paper attempts to answer two questions: how far should artists push the boundaries when satirizing the powerful, and is it ethical for the media to reproduce their work?

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Making the irreverent relevant: Twitter's new role in South African journalism

New electronic media hold great potential as a resource for press freedom and freedom of expression, serving as a platform for dialogue across borders and allowing for innovative approaches to the distribution and acquisition of knowledge (Schmidt, 2007). These qualities are vital for press freedom, even though they may be undermined by attempts to regulate and censor both access and content. This paper explores the emerging and rapidly evolving environment of press freedom created by new media, and in particular Twitter, in South Africa. It argues that free media, which are essential in upholding democratic and developing societies, should not be hindered, and that the role of new media must be affirmed alongside traditional media in this regard.

However, new media and the consequent acceleration of the news-gathering cycle continue to raise numerous ethical issues. "Online journalism has contributed to the collapse of the twice-a-day news cycle, leading to the ascendancy of 'high-speed' news" (Mitchelstein & Boczkowski, 2009: 569), and micro-blogging has allowed journalists the opportunity to report 'live' and continuously from the scene of an event; consequently, comments often emerge which are opinionated, subjective and individually biased perspectives of an event (Jones, 2012). More important, perhaps, is that South African journalists are increasingly using Twitter to offer insights and comments additional to the "mainstream" stories they produce. Using South African journalists' Twitter comments during the 2012 African National Congress' conference in Mangaung as a case study, this paper explores these journalists' efforts to create a "more personalized take on the news" (Rossouw, 2010: 27). It examines 12 leading South African journalists' Twitter feeds for the duration of the conference, noting themes ranging from the personal (and at times irreverent) to the political. The paper explores the impact that the minimisation of gatekeeping concurrent with mobile journalism has had on the ethical practice of journalism, and debates whether the relative inexperience of South African journalists using new mobile technologies is fuelling the argument in favour of media restrictions. It concludes by making some suggestions with regard to social media ethics for journalists.

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Minority -Majority Frames in Nigeria Media: A Call for an Alternative Platform

At the foot of world civilisation is the birth of perceived marginalisation resulting in identity crisis. Minority tribes and ethnic minorities in Central Asia, South America, Eastern Europe and Africa have always expressed concern over their continued political and social marginalisation. This abysmal development is further compounded by the manner in which the minorities are projected in the conventional mass media. Statistics emanating from studies have shown that media contents are framed in favour of majority cultures and ethnic nationalities. The minorities are hardly mentioned and cases where they are, negative frames are often used. Experts insist that this is not unconnected with the dominance of the majority in the scheme of things. The situation is even more pronounced in Africa. In Nigeria, the crisis of poor and negative projection of minority nationalities in the mass media rages on. Many arguments are in favour of the fact that over one hundred and eighty minority tribes and ethnic groups in Nigeria are covered in negative news frame in cases where they covered at all. No doubt, the conventional media leave no hope for a change. In the light of this, one might be wondering what the new media can do to alleviate their situation. Can the new media be an alternative

platform for the effective projection of minority cultures and tribes in Nigeria, since arguments support the fact that the new media are better platforms for communication equality? Using focus group discussions and hermeneutic phenomenology research methods finding reveals that communication and culture experts believe that the new media remain a better platform for the projection of minority cultures and tribes. Based on this finding, the researchers recommend that minority nationalities in Nigeria should make effective use of the new media in projecting themselves using the right frames.

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The Question of Social Cohesion: Reading Young South Africans' Reading of Television News

This paper regards the relationship between South African youth, (TV) news and politics, in the post-apartheid social transformation context. It introduces a theoretical perspective on youth's news-consumption choices grounded in the synthesis of reception aesthetics, socialization theory and qualitative research methodology. It argues that this theoretical framework allows for a deeper contextual reading of the reader-text relationship and for the argument that, despite post-apartheid social transformation, South African youth's readings of locally produced news texts are still ideologically-situated sociocultural imports traceable to their differential class, race and gender positions in the country's social structure. Statistical analysis of SA youth's orientation towards TV news over a seven year period is provided. Also, evidence produced through various other types of research methods is used to support the position of the introduced theoretical.

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How effective is Entertainment Education? An investigation into the popularity of the television serial *Intersexions*.

It has taken a long time for the South African government to acknowledge the extent of the problem presented by the HIV/AIDS pandemic. Efforts by the state to educate the public have largely been inefficient and locked in outdated educational strategies that are resisted by audiences (Treffry-Goatley, Mahlinza & Imrie, 2013). Since 1994 large number of educational television serials have been launched and met with popular appeal. *Soul City*, an Aids awareness programme about the day to day running of a township hospital and the experiences of the community around it, and *Yizo Yizo*, a controversial serial that dealt with the problems facing township schools; are two of the most successful educational television programmes in South Africa. The two programmes have won local and international acclaim. Audience ratings for Entertainment- Education (EE) programmes have been extremely positive (Tuft, 2006; Storey and Sood, 2013; Singhal et al, 1993). The programme at the centre of

this study, *Intersexions* is currently the second most popular programme on television after the established soapie, *Generations*. The audiences garnered by educational serials are a chance to investigate whether EE strategies are effective. *Intersexions* has largely been overlooked or by EE theorists. The response the programme has received from a massive audience is an opportunity to seal with the challenges faced by EE. Part of the grey area that EE theory finds itself in is whether entertainment translates to education, whether popularity leaves audiences more knowledgeable. Part of the definition of EE is to change overt behaviour of individuals after exposure to educational content. The popularity of *Intersexions* in a country that faces the raw reality of the problems that come with HIV/AIDS, is an opportunity to investigate the effectiveness of EE. *Intersexions* is currently running its second season. This study aims to take an ethnographic approach in observing and engaging with audiences when viewing the programme. Further, in order to measure the effectiveness of *Intersexions*, this second season of the popular programme presents a chance to measure any change in audience behaviour after seeing the show.

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Through the eyes of history: A Critical Discourse Analysis of comments emanating from Murray and Mabulu's artworks in newspapers.

The study applies a Critical Discourse Analysis (CDA) approach in examining the discourses emanating from the comments made by readers of online newspapers in relation to the spear painting by Murray and Umshini Wami (*Weapon of Mass of Destruction*) by Mabulu. Both paintings were of President Jacob Zuma and his genitals exposed but the discourses were different with Murray's being interpreted as racist which was followed by protests at the Goodman Gallery and Mabulu's being interpreted as disrespectful and un-African.

The study through the analysis of comments made by news sources attempts to discover the link between the chosen sources in the news and the discourses employed by the public through the comments sections of the online newspapers. The paramount objective being to investigate discourses emanating from the two paintings. Research shows that it is important to analyze individual comments within their context and to link them to the broader social practice. The study sheds light on the different meanings made by readers from just reading a news article discussing the two artworks and what social issues emerge about the social, political and economic life of South Africa in the reconciliatory dispensation. Discourses have consequences for the status quo and social practice and therefore they are an important area of study. The study uses group position theory to explain the differences in opinions among newspaper readers and; also draws on performativity theory to explain comments related to the two artists' culture as the issue of respect for elders was raised with regards to Mabulu's work. The issue of respect was not raised with Murray but human rights and freedom of speech which are seen as cultural values were raised.

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'Political listening' between the media and Non-Governmental Organisations: A case study of Equal Education's school infrastructure campaign and its coverage by Cape Times newspaper

The quality of basic education that learners receive in South Africa is unequal. Years of apartheid policy on education meant that those schools that are in previously white neighbourhoods have better infrastructure than the ones that are found in predominantly black areas. The arrival of democracy in 1994 did not result in the standardisation of school infrastructure across the country. The first Charter of Children's Basic Education Rights was published by the South African Human Rights Commission in 2012, eighteen years into democracy. The national Department of Basic Education has recently (from January 8 and 15 March 2012) invited comments on the South African Schools Act, 1996 (Act No. 84 of 1996) which will regulate minimum uniform norms and public schools infrastructure. Equal Education, an education NGO locate at Khayelitsha in the Western Cape, has embarked on a number of campaigns to pressurise government to equalise the education that South African learners receive. One such campaign looks at the school infrastructure. This campaign has been widely reported upon by the Cape Times newspaper. This paper will look at political listening between Equal Education and Cape Times Newspaper. This will be done through textual analysis of articles (including commentary and letters to the editor) produced about the schools infrastructure campaign and published on Cape Times newspapers. It will also look at how Equal Education is framed in relation to these issues and whether the reportage on this campaign elicits any response from government representatives from Education Departments. It will refer to Susan Bickford's ideas of 'political listening' as a key component of democratic participation and citizenship. She argues that political listening requires "an active willingness to construct certain relations of attention, relations in which neither of us has meaning without the other" (Bickford, 1996:147). This does not mean being passive or the "absence of the self" but it means being actively engaged in this exchange of ideas by open to ideas that are proposed by the speakers and a willingness to see things from the speaker's perspective. This approach means being open to the possibility that what you hear might require change from you. How the media listens, on the other hand, is governed by journalism conventions (Dreher, 2010). What might be deemed newsworthy by the media depends on news values and the genre of the publication or the show in question.

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All the way to THUIS and back. South African and Flemish soap operas: a Whiteness studies perspective

This paper presents the preliminary findings of a bigger project which

aims to look at constructions of whiteness in the South African context by drawing comparisons between its manifestations in South Africa and the bigger global context. For example: Are certain manifestations of whiteness uniquely South African, or does whiteness secure its hegemonic normativity in similar ways elsewhere? It approaches this issue from the perspective of Whiteness studies which, according to Steyn (2010: 283), has become an accepted focus for study within Critical Race Studies. Barnard (2006: 39) argues convincingly that "popular culture, alongside political and social institutions... chronicle the transformation of the country as well as imaginatively/materially creating a new South Africa". With this in mind it is arguable that one way of identifying discursive strategies that position and produce whiteness may be to look at public narratives and the way whiteness, and inevitably identity, is constructed in these stories. In contemporary society there exists a plethora of available stories which constitute theoretical spaces of identity construction but for the purposes of this project the focus falls on popular culture, more specifically soap opera. It comprises a comparative analysis of two community soap operas, the South African 7de Laan (SABC2) and the Flemish soap operas Thuis (VRT), by way of what Liebes and Livingstone (1998: 155) refer to as a sort of ethnographic observation applied to the life world in the soap opera.

This approach might lead to some preliminary conclusions not just about the construction of whiteness in general, but also, more specifically, the construction of whiteness in popular culture and the soap opera genre. The advantage of doing a comparative analysis lies in the fact that issues which are taken for granted because of a connectedness to the South African context might become more visible and thus enlighten ones views. It might clarify whether the construction of whiteness in South African soap operas are specific to the context, or whether there are some more general tendencies when it comes to the construction of whiteness in popular media. While South Africa is central in this study the comparative aspect allows for an investigation of not only the local, but also the universal/general aspects of whiteness and thus speaks to global contexts and concerns.

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THE CALL FOR AFRICA INFORMATION AND COMMUNICATION ORDER: The global political economy of making digital terrestrial television policies in the ITU

In a global environment, important digital technological development often takes place within the global informational capitalism which has a serious repercussion for policy making that is based on public interest. African government often find themselves tied to the needs of global capital that is always expanding in search of markets for its digital technologies. As such, Chakravarty and Sarikakis (2006) argue that in the age of neoliberal globalisation and the global information society, the power of state in policy making is diminishing because of increasing global market pressures. African governments are increasingly aligning their media policy to the economic interests of global forces and the need

to protect foreign investment, taxable revenues and to attract foreign aid (Chakravarty and Sarikakis, 2006:6). As Murdock and Golding (2005:69) observes, the economic formations of global origin are increasingly playing a more significant role in organising communication.

This paper investigates the role of global institutions in making digital terrestrial television policies in Africa. The findings noted the limited contribution of African countries in global institution such as ITU. In the expense of Africa, global economic powers from the West are characteristically using their power and influence to shape decision making in the ITU and the UN. During the 1980s, the western powers have rejected the idea of NWICO as this was deemed as the threat to their global dominance. The study further reveals that there is a push for African countries to undertake digital migration from the ITU. In most African countries, digital migration has not yet been launched because the cost of migrating outclasses the benefit. The real beneficiary for digital terrestrial transition in Africa will be the global forces that are interested in consolidating profits through the supply of digital content and digital electronics products. The supply of content by foreign countries has serious repercussion for cultures and identity in Africa. As such, the universal access to information and public interest in Africa is under threat as the global economic powers are interested exploiting the ways of making profits. Finally, the study will recommend some approaches that will position Africa as central, not peripheral in the information and communication order.

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Regulatory alternative of the press in South Africa.

The aim of this paper is to determine the role the government should play in the regulation of the press and thus its role in press policy. This merits academic enquiry because there has recently been a global trend of emerging government intervention in press policy. For example, due to Britians phone hacking scandal the statutory Levenson Enquiry has intervened in press regulation. This enquiry is also under consideration to replace self-regulation of the press in Britain. While liberal thought suggests that government should not intervene in the press as the press should be watchdog to the government for the sake of the public interest. Although most of government intervention has been instigated by civil society as government has been left with no choice but to intervene in order to reconcile disparities in the press as identified by civil society and due also to civil society uprising. At present South Africa operates under the premise of self-regulation while the ruling party, the African National Congress (ANC), has suggested statutory regulation in its press policy given the inadequacies of self-regulation. As such, in order to find alternatives to regulating the press, critical political economy of the press and coloniality of power episteme are used as an antidote to the liberal tradition. While critical discourse analysis is used to interpret the ANC policy documents and thus to determine the alternative to the ANC press policy also by determining the role the government should play in press policy.

Keywords: regulation; press freedom; press policy; critical political economy; critical discourse analysis.

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So near and so far: The "caress" and the ethics of technologically mediated intimacy

Global connectivity is a new and immensely complex phenomenon and we have not yet come to terms with its ambiguities. Nevertheless, communication technology so thoroughly mediates contemporary interpersonal relationships that, as Sherry Turkle puts it: "Technology proposes itself as the architect of our intimacies". Connectivity can certainly offer enhanced experiences of friendship, education and recreation and the space for flexible experimentation with identity and ideas. But this is not the whole story. Connectivity also raises concerns; the most significant of which is an increasing tendency towards narcissism. In what follows I take Luce Irigaray's point that constituting genuinely intimate interpersonal relationships is as much an ethical task as regulating social or political life. Further I accept her argument that it is precisely an ethical injunction to cultivate caressing intimacy, cashed out as a style of auditory, visual and tactile communication. At bottom, the caress entails finding the appropriate configuration of proximity and distance to what Lacan names "the Thing". However, there is nothing more subversive than narcissism of the genuine intimacy required for fundamental ethical change in the direction Irigaray indicates. This makes it urgent to address the effect such technologies might have on our self-understanding and relationship formation.

From the detailed discussions of robotics and connectivity in Turkle's Alone Together one may put together (at least) two stories about contemporary communication technology and intimate relationships. In what follows, I first develop a narrative (the simulation of proximity) covering the technological simulation of communicative contact through text, telecommunication, video and haptics. This narrative traces our desire to sustain increasing intimacy with distant others through the technological simulation of psychical and sensory contact that promises a sense of intimate proximity or presence despite physical distances. I then develop a second narrative (of protective distance) covering online communication, continuous connectivity and the robotic moment, which traces our use of technological mediation to keep others at a safe distance. Neither narrative offers an entirely satisfactory configuration of proximity and distance in intimate relationships, and both suggest that our current way of using communication technologies tends to promote narcissism rather than the ethic of the caress. One should therefore pay careful attention to the narcissistic effects of communication technologies in order to undo these, and thereby use our devices with ethical insight rather than innocence.

ABSTRACTS - C. MEDIA STUDIES & JOURNALISM

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An examination of the dominance of Amharic language press in Ethiopia

Ethiopia is one of the very few African countries where the local language press is in the mainstream. The Amharic language newspapers are in the dominant position in the country. This paper examines the extent of the dominance of the Amharic press and the factors that are responsible for this. It also looks at the language politics in the country and the activism for linguistic human rights, particularly in the media domain. A combination of interviews, literature reviews and analyses of documents and newspaper contents were used to obtain data for the study. Amharic language enjoys a privileged position over other indigenous languages of Ethiopia and English language. Amharic is a Semitic language and the second most widely spoken Semitic language in the world, after Arabic. It is the official working language of the Federal Republic of Ethiopia and several states within the federal system. It is also the official language of the military as well as the Ethiopian Orthodox Tewahedo Church. Although it is only indigenous to about 22.99% of the population, its official status makes it to be spoken nationwide. Interestingly, Oromo, a Cushitic language, is indigenous to 33.80% of the population and thus can be regarded as the largest indigenous language in Ethiopia. While the widespread of local language media in Ethiopia can be explained by the historical fact that the country was never colonized, the emergence of Amharic as the de facto language of the nation and the media is what interests this paper. The economics of the Amharic media as well as the language activism of the Oromo exiles in the media will also be considered.

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Digital constellation in the age of Information and Communication Technologies (ICTs): investigating the impact of free-to-air satellite decoders in Zimbabwe's political landscape

Discourses on new media and the rise of technological convergence and, in particular, their contribution in revolutionary and weak states like Zimbabwe has elicited variegated perceptions. Others perceive them as positive developments contributing towards the opening-up of the democratic space, while others see them as structures of hyped reality, myths and sublime objects of a trite virtual space. These conflicting perceptions inform this study, which investigates the advent and impact of free-to-air satellite decoders on news consumption by Zimbabweans during the political and economic crisis of the last decade (2007–2009). The rise in free-to-air satellite decoders now littered in many rooftops in urban and peri-urban communities in Zimbabwe can be traced as far back as 2000; thus coinciding with the deteriorating broadcasting standards by the Zimbabwe Broadcasting Corporation, coupled with the shrinking of

sources of news and information owing to the restrictive media policies. The mushrooming of these decoders is not peculiar to Zimbabwe. Rather it is part of a constellation of technological advances that has seen ordinary citizens across Southern Africa who cannot afford exorbitant cable TV fees turning towards them as cheap alternative sources of news, information and entertainment. We observe that Zimbabweans have exploited this development as it comes at a time when they seek alternative news sources and entertainment. However, not much research has been done on the impact these decoders, which transmit regional entertainment and news programmes, as well international news from channels such as France 24, Sky TV and CNN, are having on the ability of the ZBC and other local media channels to maintain a grip on the national public sphere. Given the rapid technological constellation, innovations and their diffusion in society different theories will be engaged; ranging from alternative media theories and technological convergence.

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"Reclaiming a legitimacy of Afrikaner human-ness through 'grievability' in Beeld"

White Afrikaners have, according to some of the literature, leaped into a gloriously globalised post-apartheid future (Davies, 2009), leaving behind their conservative, supremacist identity. This is the "new" Afrikaner. Alternatively, they have merely "shape-shifted" (Steyn, 2001) to accommodate legal and political demands while retaining a churlish, racist exclusivism. This is the "old" Afrikaner, living in the past and strategically camouflaged against the implications of change. Old and new identities do not exclude each other, but exist in a fluid tension. Newspapers, striving simultaneously to hold on to old readers and lure new ones, offer a useful forum in which to observe how this tension manifests itself in discourse.

This paper will show how discourses of reconciliation and what Judith Butler (2010) calls "grievability" clash against each other in Beeld, the largest-selling, national Afrikaans language daily newspaper in South Africa. This paper will argue that this dynamic tends to destabilise the identity of the "new" South African Afrikaner even as a revised ethnic identity takes shape around the consolidating principle of language. This paper will also develop the notion of "grievability" into one of "self-othering", a strategic discourse of loss and grief whose purpose is to reclaim a fundamental legitimacy of the human-ness of the group to negate the illegitimate legacy of its past. As Butler argues, such an act of framing is "an interpretive maneuver, a way of giving an account of whose life is a life". This insight has particular relevance in the case of Beeld, where, according to Wiida Fourie's (2008, p. 239) analysis of letters to the editor, "it is doubtful whether any fundamental revision of their perception of the [racialised] other has taken place". Furthermore, this paper will show that, by contrast, on the general news and feature pages, the "Other" is not portrayed in an overtly negative way, and what is more striking is the relative absence of the "Other", which can allow for a perpetuation of prejudice through inertia. Taken together, these dynamics raise difficult ethical questions, and this paper will argue that newspapers, in their representational architecture, can undermine their own stated ideological and social position.

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A critical perspective on the study of tabloid newspapers in South Africa

This paper argues that approaches to the study of tabloid media in post-apartheid South Africa should incorporate a critical, ideological lens and investigate the specific discourses at work in the construction of race, class and community. Using Michel Foucault's scholarship on discourse and power, and Franz Fanon's work on racial interpellation, it calls for a closer investigation of how tabloid discourse constructs black subjects. Arguments that forward tabloids as offering representation to marginalised or previously ignored markets overlook the ways in which the black subject has been constructed through very specific discourses. In the apartheid context, even those media texts that were not explicitly aimed at black audiences had the effect of circulating knowledge on the black subject. Representation was not characterised by an absence, as some defendants of tabloid newspapers would argue, but the black subject was always represented to both others and himself. Any suggestion of new representation or affirmation of citizenship should therefore identify how these subjects are constructed differently. Circulation figures should not be used to indicate audience affirmation, leading commentators to conclude democratic representation. This paper will use the Cape Town tabloids, the Daily Voice and Son to illustrate the gaps in previous approaches to the study of tabloid media in South Africa. It will argue that the theoretical application of the alternative public sphere model and the field theory perspective ignore South Africa's stratified social context. These perspectives forgo a critical lens that would view the social space as a space of contestation. Furthermore, these perspectives fail to acknowledge how black subjects are denied access to, and control of, discourse, that is, means of representation. This paper considers tabloid newspapers that target predominantly coloured markets. Critical perspectives on tabloid media should acknowledge the racial discourses at work in the construction of coloured identity, position them historically, and investigate their contemporary use in tabloid newspapers. Both the alternative public sphere and field theory perspectives construct tabloids as social actors in positions similar to those occupied by their readers. This paper strengthens the call for a critical reading of tabloids by pointing to what is termed a 'tabloid guise'. Large media houses own these products. These are corporations that dominate the media landscape in South Africa and the Western Cape. Furthermore, the use of journalists who hail from the communities these products target lends tabloids cultural legitimacy, a legitimacy that masks their production process. This paper therefore suggests that these journalists act as native informants, representatives of the subaltern. It contributes to the facade that tabloids are social actors occupying the same positions as their readers. This facilitates the view of tabloids as legitimate purveyors of culture under the guise of democratic representation. True social change and media transformation requires a commitment to critical perspectives that work beyond the mere of appearance of the subaltern in discourse, but analyses how the subaltern is constructed differently.

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The People's Paper: a Linguistic Analysis of the Imagined Community in Letters to the Daily Sun

In 2002, the Daily Sun – a tabloid that is now South Africa's most read newspaper – was launched. Its publisher, Deon du Plessis (cited in Steenveld & Strelitz 2010: 542), had one target market in mind: the "blue-collar, skilled working-class guy living in the townships" for whom the "politics of the struggle were over" and he was now working "for the betterment of himself and his family". Du Plessis envisioned the newspaper as "an alternative to the boring, serious, expensive, elitist, formal, difficult-to-read newspapers in South Africa" (cited in Jones et al. 2008: 167). Eleven years later, the Daily Sun has a readership of over 5.5-million people.

Despite the tabloid's popularity, its sensational approach to news has been met with harsh criticism from mainstream media and their audiences. Academics, however, have been more accommodating. Steenveld & Strelitz (2010: 531) investigated the value of tabloid journalism in South Africa, and the way in which these publications "help constitute an imagined national community" which is "contrary to ideas of tabloid readers as engrossed in the individuated consumption of culture". These community members share a daily ritual of newspaper reading, but what else unites them?

Using the letters page as a data source (as it is here that the readers speak their minds), I combine corpus linguistic and systemic functional grammatical methods (specifically Appraisal [Martin & White 2005]) to provide evidence for the imagined community by revealing how the writers attempt to align their audience of fellow tabloid readers around common evaluations of their experiences in everyday life. These evaluations represent the bonds around which the community identity is co-constructed, and are realisations of the shared feelings that unite the communities of readership (Knight 2010). Coding the Appraisal strategies in specially formulated tables, added to the quantitative data generated from a concordancer, allows for a synoptic display of the instantiations that diffuse attitudinal evaluation through the texts, contributing to the prosodic flow of interpersonal meaning that is evident throughout the data. The ways in which community members view their agency and group cohesion are revealed by inferences drawn from the Appraisal information.

The bonds presented in this paper show that the Daily Sun community values a good education for the youth, calling it the "key to success", and is dissatisfied with the government and political leaders, who are seen as corrupt and uncaring. The choices made by the writers also expose the advisory nature of the tabloid's readership; how a change in each individual's behaviour will result in a better lifestyle for the community as a whole.

The multifaceted methodological approach that combines quantitative corpus linguistic insights with the added negotiative dimension of meaning that Appraisal allows analysts to perceive, provides an in-depth, evidence-based understanding of the prosodic realisations that naturalise the value positions of the "guy in the blue overall". Using this approach,

ABSTRACTS - C. MEDIA STUDIES & JOURNALISM

this research gives substance to the notion of the imagined community of readership that has been proposed by media studies scholars to explain the bonds that unite the invisible readership collectives.

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Health journalism in South Africa: the quandary of quality.

What do we mean when we talk about quality in journalism and, in particular, in journalism about medical science? Health journalism is often criticised for being inaccurate (Goldacre 2008), swayed by undisclosed interests (Goldacre 2012), for being excluding and stigmatizing (Campbell & Gibbs 2008, Jacobs & Johnson 2007, Cullinan 2001), and of various other deficiencies, such as “exaggerating the benefits and minimizing the harms” about new medications (Schwitzer 2011: n.p). Health journalists often lack any scientific or technical grounding, let alone the “very specific skills in the understanding of biostatistics and epidemiology” that Johnson (1998: 91) suggests journalists need when tackling medical topics.

While few empirical studies have examined quality (or quantity) of health journalism in South Africa, and it is difficult to generalise, there is a general acceptance of the view that health journalism in South Africa is, at very least, of highly variable quality (Vincent 2007, Valentine 2007).

This paper argues that the special nature of the subject matter, the strong and growing evidence that people act on the knowledge gleaned from health reporting (Common Sense Media 2008), the greater potential for immediate harm, and even the high opportunity costs of missed or poor journalism, all need to prompt a careful consideration of what exactly quality is in health journalism.

This paper proposes that health journalism can be assessed through five conceptual lenses, and attempts to theorize each element of what might constitute ethical and effective health journalism (even the terms ‘ethical’ and ‘effective’ are loaded terms, full of meanings and tensions that are further explored in the paper). After the landmark book *The Elements of Journalism* (Kovach & Rosenstiel 2001), the paper draws on recent empirical research, and theoretical and normative frameworks (Christians et al. 2009), in an attempt to build a qualitative framework of five ‘elements’ by which health journalism output can be evaluated.

The paper argues that, in order to be ethical and effective, journalism about medical science needs to pay attention to, and be infused with, the key elements of veracity, transparency, engagement, empowerment and inclusivity. The boundaries between these elements, and their individual distinctiveness and utility, are explored in the paper, drawing on examples from recent South African print journalism.

Of course, realising the fullness of these elements in a single piece of health journalism can prove difficult in a deadline-defined and space-constrained environment. But, by attempting to create a normative framework for health journalism, the paper argues, we at least have some starting points for a more informed discussion about what the components of quality in health journalism might be.

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Construction and representation of a new imagined society through multilingual discourses. An analysis of selected South African Soap Operas.

This paper analyses the South African soap opera genre in light of the diverse linguistic nature of the country. It focuses on the role played by language in South African soap operas, which have been perceived by various scholars (Marx 2007; 2008; Lockyear 2004; Liebes and Livingstone 1998) and Barnard (2006) as agents that can foster a new society of mutual diversity as well as documenting social history. A historical overview of language in South Africa as informed by Webb (2005;2006) and McCormick (2010) as well as Goffman’s (1976, 1979) participation framework and Bhaktin’s chronotope have been employed as background for an ethnographic post-structural analysis into the historical and socio-economic implications for language choices in the soap operas under study. The data has been collected through recording and transcription of three South African soap operas namely *Rhythm City* and *Generations*. In the analysis, poly-linguaging, code-switching and social semiotics within the post structural framework of sociolinguistics have been used to explore the soap operas depiction of South African multilingual languages in the portrayal of storylines and characters of different classes, races, sexualities, ages, genders and political persuasions as well as reflections of time, space, power relations and control. The analysis has shown attempts by soap opera production teams to create a multilingual and multicultural society through presentation of multi-racial and multi-ethnic characters who use diverse linguistic codes however the data also show that multilingualism is also used as a gimmick to have a wider viewership thus more revenue for the production companies and stations. The data show that since television first arrived in South Africa in 1976, it has impacted greatly on the national ideology, first as an extension of apartheid and now as a signifier of the ‘imagined’ New South Africa. Currently, South African television provides an image of South Africa that reinforces the government’s attempts to construct a nation out of a polarised past. I advance an argument that in South Africa other than entertaining, television programming aims to foster national unity through the redressing of historical wrongs and to encourage economic growth as well as social solidarity.

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Effective Communication beyond Stereotype: Journalism and the Authentic Engagement of Black Men and Boys.

Black men and boys within journalistic spaces too often represent a 21st Century version of Ralph Ellison’s *Invisible Man*. Frequently only

outlines are present, making the “who” cursorily understood because of absent context and inauthentic attention to the human beings that are put forward. Theoretical grounding for this phenomena is referred to as illegible Black masculinities (Neal 2013) in anthropology. And the psychological construct that Black men often represent in negotiating a marginalized context is found in identity orchestration (Rice 2008; 2013). Certainly, effective journalism is dynamic in how it documents the lived experience. It is an agent against stasis, demonstrating present and portending potential realities. The journalist, then, is charged to go beyond surface understandings into the depth of a person or circumstance. The journalist who can gain access into a person’s life has the opportunity to see life from a different perspective. This perspective allows the journalist to see the whole person, not the image of a person. A unique view allows the journalist to understand the person, not define who he or she is.

This paper is presented through a psycho-social/experiential lens that positions the authors (a journalist and a research psychologist) as participants in the exercise to responsibly document the lives of Black men and boys. The purpose is to present typical ways in which Black men and boys are presented “in the news” (i.e. President Barack Obama at Morehouse College, Treyvon Martin, Charles Ramsey, etc.) and juxtapose that with the presenters’ techniques and experiences resulting from a participatory action research (Chevalier & Buckles 2013) informed lens; this allowing for the forgoing of assumptions and fully engaging to see the Black men and boys in the “story.”

Thinking is that in critically examining the salient experiences of Black men and boys within the media, and coupling it with best practices relative to this very specific group, there is the opportunity to more responsibly engage them, and to use these techniques to ensure that other typically marginalized groups are not presented marginally.

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Media Consumption’s Impact on the Political Participation of University of Cape Town Students

The present study researched the impact of media consumption on the political participation of a small number of University of Cape Town (UCT) students. It investigated the cultures behind their political participation and aimed at finding connections between these cultures and media consumption.

In the past, South African youth and especially South African students contributed significantly to Apartheid’s defeat (for example Denis 2010, Franklin 2003 and Twala 2007). Currently, there is hardly any study investigating university students’ political participation, the underlying political culture and media consumption’s influence on it.

Generally, many South African studies researched and criticised political media content and its production, without focusing on its reception and relevance for the audience (for example Hyde-Clarke 2011; Jacobs and Johnson 2007; Mogadime 2005). Therefore, it often remains unclear, how the studied media content is consumed and how its impact might be. Globally, various studies analysed the connection between media

consumption and political participation. However, only few studies succeeded in considering both socio-psychological factors and the sociocultural context (for example Banaji et al. 2009; Calavita 2003; Couldry, Livingstone and Markham 2007).

Against this background, the present work shed light on the connections between UCT student’s media consumption, socio-psychological attributes and political ideology resulting in political participation. Its objectives were to find out about the political culture behind participation, media choice patterns and media impact on political culture.

Theoretically, it applied Berger and Luckmann’s (1967) social constructivist framework. Methodologically, six qualitative in-depth interviews were conducted with a diverse range of students, who were purposefully selected according to their different forms of political participation.

From the data three sub-categories of political culture behind participation were induced: (1) perceived efficacy, (2) critical world-view and (3) commitment. Further on, two sub-categories of media choice were found: own media choice and introduced media content. Finally, three sub-categories of media impact on political culture were induced: (a) provision of culture, (b) confirmation of culture and (c) transformation of culture.

Considering the three sub-categories of political culture, the study indicates that behaviouristic media studies linking participation to media consumption directly or media studies considering only psychological factors as a proxy to participation are insufficient. Looking at media choice, the majority of students selected media content deliberately, pointing to the significance of active audience theories. Finally, the three sub-categories of media impact in combination with the three sub-categories of political culture showed that mostly critical world-view (2) and commitment (3) were confirmed (b) by media. Combined with the fact that media content was mostly deliberately chosen this finding shows limited and particular media effects.

Additionally, as the investigated political cultures were specific and related to various social structures, the present study points to the need for further contextual media studies with a strong focus on various aspects of cultures, in order to understand which and how media can contribute to the political participation of students.

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The role of the media in encouraging discourse about African issues.

In a democratic society, the media in all its forms is responsible for setting the agenda, to entertain, to inform as well as to educate its audience. The role of the media often becomes questioned when they do not address and encourage discourse around issues of importance to the particular audience. This paper aims to research the role of the South African media in promoting and encouraging dialogue around issues that affect and are important in the African continent. Some of these issues include social issues, political issues, economic issues, sustainability and ecological issues amongst others. In order to solve some of the African challenges



ABSTRACTS - C. MEDIA STUDIES & JOURNALISM

and issues, we have to understand the causes of such. In order to be able to do this, access to information is important and the availability of this information is necessary so that discussions around these issues can happen. For a long time, South Africa was isolated from the rest of the continent by the apartheid government and sanctions that were imposed by the international community. The isolation also meant that South Africans had limited exposure to the rest of the continent and did not form part of organisations such as the Organisation of African Unity (OAU), now the African Union (AU). It was after the first democratic elections that South Africa became a member of the African Union. The paper seeks to investigate how much time is spent on the discourse about African issues in the South African radio media and interest in African issues. It also looks at the necessity of engaged communication in attempts of encouraging social cohesion in the country.

Keywords: *agenda setting, dialogue, globalization, African agenda, communication, media*

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Framing the National Developmental Plan as local developmental discourse: The case of Beeld and The Star

It is assumed that local government should be the tier of government that is most democratic as it is concerned with grassroots issues. In the case of South Africa, policy documents and legislation do not only focus on the importance of citizen participation, but also on the responsibility of local government toward the development of local communities. Local government thus have both political and developmental responsibilities. In this context participatory governance has become a buzzword. Participatory governance refers to the opportunity for participation between elections, for example active community participation in the planning and implementation of local government initiatives, budgeting and representation in monitoring committees. However, various studies in different municipalities and metropolitans in South Africa have indicated that community engagement has not increased. It is thus argued that participatory governance has not yet produced active engaging South African citizens. In previous research I made the argument that there should be a stronger focus on participation as defined in development discourse rather than participation as defined in political discourse. This would imply a stronger focus on dialogical communication in which NPOs including CBOs, play a very important role in facilitating dialogue between government and communities. In the current paper this argument is taken further. This paper focuses on the media's responsibility to facilitate public debate (dialogue). The role of the media in "traditional" representative democracy has been well documented, but less has been published on participatory governance in the context of developing local government. Against the background of the developmental normative press, this article takes as point of departure that the media has a responsibility to report on developmental issues as they are relevant to local government.

It is argued that in order to enhance participatory governance, the media need to stimulate, but also form part of the public debate (dialogue), regarding developmental local government issues. This paper will investigate how Beeld and The Star framed development discourse by doing a qualitative content analysis of the above-mentioned newspapers on the National Development Plan (NDP). The focus will be on the issues identified by the publications and the aim will be to investigate how these issues are framed and specifically if they are contextualized as local government issues. The analysis will include all articles referring to the (NDP) from August to November 2013 as the Plan was handed to the President on the 15th of August.

PANEL

Panel members:

Prof. Herman Wasserman, Rhodes University (Chair)
Prof. Anthea Garman, Rhodes University
Dr. Vanessa Maliila, Rhodes University
Marietjie Oelofsen, Rhodes University

Discussant: Prof. Viola Milton, University of South Africa

RATIONALE

It is often claimed that the media serve an important role in new democracies to facilitate public debate which may shape policy, re-order societal hierarchies and renegotiate cultural identities – in short, to deepen the emerging democracy. Although the democratisation of formerly authoritarian countries after the end of the Cold War does not follow identical patterns, there are parallels between the media in South Africa and the media in the post-Communist countries of Eastern Europe and Asia. In many of these democracies of the "third wave" (Huntington 1991), authoritarian control of the media for political means gave way to processes of democratisation and marketisation. Consequently, the extent to which media could contribute to the transformation of society has been limited (Sparks 2009, Splichal 1992). The political changes in these transitional countries have had profound implications for the restructuring of the relationship between media and civil society (Murphy 2007). In South Africa it has been noted that the media have operated as a site and an agent for change (Teer-Tomaselli and Tomaselli 2001). Despite the wide-ranging changes that the South African media has undergone, and the role it has played as an agent of democratic discourses, consensus about how exactly it should deepen the democratic gains of the post-apartheid era and facilitate citizen participation in this democracy has been elusive. Eighteen years into South African democracy the very notion of citizenship is fiercely contested. While the decisive shift to formal democracy in 1994 restored the legal and political rights of all South Africans – reinstating to all the status of citizenship – the high levels of inequality (among the highest in the world measured according to the Gini coefficient) have prevented the majority of citizens from exercising the practice of citizenship in the ways that matter most – voice in the public sphere and decision-making power at local level to impact on the processes that affect their daily lives. This panel asks the question if and how the South African media is contributing to the deepening of the democracy and the renegotiation of citizenship in post-apartheid South Africa. It provides a critical assessment

ABSTRACTS - D. FILM

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Applying Lang's Limited Capacity Model of Mediated Message Processing to the recall of documentary video

In documentary video, conveying information is one of the key goals of the producer. In most cases conveyance of information in itself is insufficient because the producer seeks the emotional participation of the audience so that they can become aware of an issue, or be moved into action. In this mediated environment, the producer's attempts at reaching the audience are interwoven with the producer's capability to facilitate the audience's recall of information. Lang's (2000) Limited Capacity Model of Mediated Message Processing is an information processing model that provides scholars in mediated communication a means of analysing the recall of message content. The roots of the model lie in the information-processing tradition of cognitive psychology and in social scientific effects research in mass communication. It provides both a conceptual framework in which the researcher can pose questions about cognitive processing and an operational conceptualisation that provides a methodological tool with which to explore message recall. The model focuses on three major sub-processes of information processing: encoding, storage and retrieval. This paper uses Lang's (2000) Limited Capacity Model of Mediated Message Processing to investigate the effect of narration (voice-over) as embedded in documentary video. Specifically, it addresses the mediator's (in documentary video, the producer) goal of maximum information recall by the receiver of the message. The findings and recommendations of this paper is of particular interest to those who work with producing documentary content – it adds value to discourse surrounding how best to engage viewers. It outlines the methodological difficulties in exploring information processing and offers ways and means to deal with those difficulties, especially in the context of video content. The application of Lang's model is outlined in an empirical design that explores recall of message content in two ways: the recall of information presented (in person, seen on screen) by a narrator (the so-called on-camera interview) and secondly the recall of information presented by a narrator whilst images are shown that do not include an image of the narrator him/herself (the so-called voice of God narration). This paper concludes with commentary on methodology, as well as recommendations on best practice regarding information recall in documentary video.

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Towards Social Cohesion: Film Music and Humour.

Throughout its history of approximately 100 years, film music has developed recognisable conventions of musico-dramatic signification, derived in part from a long-established and shared inventory of such



ABSTRACTS - D. FILM

signifiers that way exceeds the genre of film in time and place. In film music scholarship an understanding of such signification may be approached in various ways. For example, from a psychoanalytic point of view it may often point to a discourse between the symbolic and the semiotic (Kristeva), or, at the level of the symbolic alone, it may be understood to signify as either 'purely musical', 'cultural' or 'cinematic' codes (Gorbman).

This paper will present analyses of selected scenes from the film *Blazing Saddles*, a satire of the American Wild West, released by Warner Brothers in 1974, directed by Mel Brooks, starring Cleavon Little, Gene Wilder and Mel Brooks, with music by Mel Brooks (songs) and John Morris (score). Through these brief analyses it will examine ways in which music contributes to the creation of comedy through subversion of our established responses to the use of such musical codes in the symbolic order of film. Amongst others, comedic-musical techniques in film will be shown to include a play on:

- cultural codes such as typical stylistic gestures and uses of instrumentation
- the traditional roles of diegetic and non-diegetic music
- rhetorico-musical techniques such as hyperbole, cacophony, non sequitur, onomatopoeia, anthropomorphism, irony, merism, satire and several others.

In closing, consideration will be given to the "models and strategies" of film music humour towards "effecting counter-hegemonic thought", with particular reference to Freud's *The Joke and Its Relation to The Unconscious* (1905) and his subsequent essay, *Humour* (1928). Freud theorises humour as a way in which the superego permits the ego to deal with pain, wherein the "economized expenditure of affect" harnesses the energies associated with this pain, showing them to be unnecessary, and thus available for laughter.

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Violence as pornography in Tarantino's films

This paper explores the prevalence of gratuitous and explicit violence in Quentin Tarantino's various films, as a rejection of a transcendent-orientated aesthetic, in favour of a gravitation around immanent materiality. In this regard, after a brief discussion of such transcendence in mainstream Hollywood cinema – with special emphasis on films that thematize the triumph of the 'human spirit' – Tarantino's grounding of his iconoclastic narratives in a visceral materiality will be elaborated upon. That is, in this paper it will not only be argued that Tarantino's use of violence is akin to pornography, given its appeal to 'primal affectations'. In addition, it will also be advanced that the popularity of his work is indicative both of the pleasure audiences derive in being privy to it, and – by implication – of a growing eschewal of abstract transcendent themes, in favour of a ruthlessly critical embrace of immanence. To be sure, on the one hand, the audience is implicated in the aestheticization of violence as a complicit voyeur, and is offered immediate pleasure. Yet, on the other hand, because it is the erstwhile inspiring stereotypes of Hollywood

genres that are subjected to violence, the audience is also absolved of the ethical implications of the violence, which is presented as existing within the space of the narrative. In this way, Tarantino's films comprise a cathartic means by which audiences free themselves from the mediating lens of mainstream aestheticization, allowing them to look at the world around them with new eyes.

Keywords: *Quentin Tarantino, Film Violence, Materiality, Pornography, Audience*

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"Takkie-Net" : an ethnographic study of the ReaGile Mini-Cinema Project in the township of Katlehong, South Africa.

This paper is an ethnographic study of the ReaGile mini-cinema project. ReaGile is a pre-fabricated, self-contained, education and entertainment complex situated on a 400m² site at local schools or public open spaces consisting of a 60 seat cinema theatre, 30 seat computer and internet centre, community care aid centre and community policing centre. The project is expected to roll out 1 200 complexes across the country. The paper's objective is to examine the broad question of meaningful development within the three-pronged framework of film services, urban renewal and job creation. At present, a functioning ReaGile cinema is located in Katlehong. Katlehong is a township in the Ekurhuleni Metropolitan Municipality east of Johannesburg. ReaGile is intended for communities with high unemployment and which are historically under-served. For instance, townships were largely limited to bioscope cinemas under apartheid, without much access to Ster-Kinekor style exhibition. As such, ReaGile aims to introduce a new kind of low volume community-centred commerce/public service that is of direct benefit to local audiences and publics. This is an ethnographic study interested in finding out i) how the ReaGile co-op members find ReaGile meaningful to their daily lives as small-scale entrepreneurs and, ii) how the Katlehong community makes sense of the project. The paper examines the experiences, meanings and the reality of participants of the Katlehong ReaGile.

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African cinema: Production in the context of technological innovation.

The late twentieth century has announced a major technological change in the film industry, namely the replacement of the photochemical media to the digital. This major innovation has affected the entire film industry. It is a corollary of increasing interdependence creative industries with technical industries and new technologies. Through the evolution of technical objects, the process of creation is changing.

African cinema is in contradiction. It must be able to constantly produce new works, to renew their creations as all other cinemas. However, it is confronted with a lack of technical tools and limited access to new technologies.

This contribution will outline a conceptual framework that aims to capture the ongoing changes in filmmaking in Africa given the technological revolution. We will focus on the rapid changes in media; we will emphasize the recovery and / or renegotiation of the act of creation. This essay will attempt to explore this issue by analyzing the African actors' vision of the seventh art. Their approaches regarding in this area in their creative process, insofar as certain technological innovation offers a variety of methods and new production practices.

Keywords: *cinema, West Africa, technological innovation.*

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Twilight: masochism or postmodern desire? A study of the way in which selected South African female viewers identify with and relate to representations of romance in the film *Twilight* (2008).

In 2008 a film depiction of a gothic romance between a teenage girl and a vampire became a pop culture phenomenon as droves of female spectators of all ages were entranced by the gothic romance entitled *Twilight* (2008) (Ebert, 2008; Em & Lo, 2009; Parekh, 2009:16; Puente, 2009:1; Ryan, 2008). Despite *Twilight's* (2008) soaring status as a pop-culture phenomenon, *Twilight* (2008) has been criticized for perpetuating traditional, oppressive, patriarchal values and glorifying a female character who has been described as "a heroine whose anxieties, insecurities and self-doubt immobilize her to such an extent that the only (culturally sanctioned) choices she is able to make include marriage, motherhood and a masochistic relationship whose end point is (un) death" (Taylor, 2012:43). What has been seen as most problematic is the extent to which female fans across a multitude of ages and nationalities have identified with and related to the lead character, Bella Swan, labelled as "a feminist's nightmare" (Czech, 2009). While in the past, fans of the romance genre have been perceived as: "passive, dependent and addicted to trivial, escapist fantasies" (Gill, 2007:219-220), and the appeal of the romance to the fans served as evidence of "female 'masochism' or as a simple reflection of the dominant masculine ideology" (Modleski, 1982:37-38); in a postmodern Western society which boasts the social and political equality of women, the death of feminism, and the empowering nature of individual choice, the appeal of the film *Twilight* (2008) has posed the question: "what did it mean that millions of girls were fantasizing about men who could barely repress the desire to kill them? In 2008?" (Mann in Housel & Wisniewski, 2009:132).

This paper aims to explore how a global popular culture phenomenon which is the *Twilight* saga has been received in a South African context

by a select group of female viewers. The extent to which the selected viewers of different age groups, who are fans of the film *Twilight* (2008), identify with the female protagonist in the film will be discussed as well as their interpretation of the romantic relationship between Bella and the 'vampiric figure' Edward.

Keywords: *Postfeminism, gender, Twilight, film, audience*

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Stories of South African Hindu Women: A project that speaks to social cohesion and engaged communication

This paper offers a critical discussion of the findings of a PhD project that attempted to get South African Hindu women to tell their stories via the medium of film by providing them with basic film equipment (a digital video camera, tripod and mic) and basic skills in scriptwriting, film genre, documentary making, film production and editing. Each woman in the study (including the researcher) was required to use a participatory video approach (i.e. in consultation with one another and key players in each of their lives) to make a film that would tell their story or represent themselves in a way that they would like to be represented. The main objective of the project was to encourage spaces of creative expression that challenged mainstream modes of representation particularly with regard to South African Hindu women and to afford them the opportunity to speak for themselves as opposed to being subjected to a generalized depiction of their identities.

As the ethnographic component of this study continues, the results at each stage, reveal more and more that the women, in their own capacity, are discovering that one of the significant values of film as a medium (and the mode of participatory video, in particular) lies in its potential for the creative exploration of individual identity through community discussion and engagement. This reflects a practice of what Marlene Kadar (in Agnew, 2005: 100) refers to as "minimal narratives" or "feminist counter-memorializing" which "bear the mark of collective autobiographical genres, for they intertwine the individual's life story with the larger story of the life of the community". In other words, the stories that the participants have chosen to tell move away from the need to average their experiences to categories of identity description but rather critically explore the existence of the individual within the community and the contribution of communal narratives to the construction of the individual.

Therefore, drawing on excerpts from the some of the films produced for the project, an analysis of the process followed by the research participants (and the researcher) in the making of these films and the principles informing the (autoethnographic) approach adopted by the researcher, the paper attempts to illustrate that practice-based research can offer social cohesion and engaged communication as key results.



ABSTRACTS - D. FILM

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Exploring the Niger Delta in Nigerian Video Films

Despite the huge popularity of the Nigerian film industry (Nollywood), it has continued to draw criticisms from select Nigerian intellectuals. Such slurs include projecting undesirable collective image and pandering to less serious national issues. Contrary to elitist opinion on Nollywood's denigration of a national image, the proposed paper extends the argument that some filmmakers are occupied with national and historic issues as are their counterparts in other artistic endeavour. It examines the under-researched portrayals of Nigeria's Niger Delta in video films. If any region is critical to the nation's economic sustainability, it is the delta since up to 95% of national income is derived from resources obtained in the area. The paper will draw substantially on Karin Barber's theorisations on the link between popular culture and politics. A close reading of King of Crude, Crude War, The Liquid Black Gold and Militants reveals the anxieties and aspirations of popular artists who re-imagine the politics of oil exploration as it influences the Nigerian people and multi-national oil companies. Two films examine failed leadership at all levels as the bane of stagnation in the region while a third provides an avenue for rethinking militancy, a phenomenon that sharply diminishes oil exploration activities in the region and pits the oil battle against kinsmen. The paper concludes that Nollywood's mediatory role in the historic events witnessed in the delta reveals a social consciousness that not only collapses the assertions of critics like the Osofisans and Akunyilis, but also proposes an alternative communication paradigm at community levels.

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Us and Them – Young Film Makers' Awareness of Their Own Cultural Bias

This contribution is based on the author's experience from teaching culturally diverse groups of film school students for a number of years. The main challenge concerns how to make the individual students understand their own culturally determined bias when they strive to produce documentaries in a foreign environment or to a foreign audience. The empirical material of this study is based on interviews with film students. The paper starts with a conceptual exposition of how visual communication with an ambition to be in documentary mode reflects and imposes the culturally based meaning structures of its author. All communication, be it visual or verbal, carries an element of positioning the communicating parties to each other and towards the third party as depicted in the film. In terms of visual communication, this kind of third-party othering is frequently done in terms of visual stereotyping of "Africans" (black babies with swollen bellies), "Arabs" (trigger happy men wearing beards and robes) and other "foreign cultures".

Furthermore, the paper reports on the analysis of a series of qualitative semi-structured, thematic interviews made with a number of international documentary film students in 2013. The analysis shows ways in which the students grapple with the challenge to differentiate between their own "self-evident" understanding of what they see and their value-laden construal of what they show to their audiences – across cultures. Due to the increasing mediatization of our societies, problems exposed previously mainly in a specific educational context of emerging media practitioners' are becoming ever more poignant to education in general. Present-day media literacy embraces not only the capacity of a lay audience to appreciate professionally produced media products. Increasingly, the concept of media literacy is seen as embracing also the point of view of the producer, e.g. in the case of documentary visuals, makers of short video clips for social media or for mobile media. For these reasons, this contribution is aimed to be a general discussion about cultural stereotyping as a problem in media education.

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Forced removals and Land Restitution in the mini-series Riemvasmaak (2006) – Empowering students to take ownership of historical discussions.

At the centenary of the Land Act of 1913, the topic of land ownership in South Africa remains locked in ideological discourses in media representations, often overshadowed by political diatribe and apocalyptic references to white farmer expropriation in Zimbabwe. A rational public debate on land reform remains difficult, particularly against the backdrop of ministerial statements that the land restitution process has largely failed to produce its intended results, the considerable decrease of commercially active farmers since 1994 whose task is to ensure food security in South Africa, and widespread service delivery failure by government institutions. The youth of South Africa has little accurate historical information about agricultural production and land ownership, while political affect is easily inflamed. The mini-series Riemvasmaak portrays a traumatised community through the primary plot of a love triangle torn up by the forced removals. While the main character of Jaco embodies the popular struggle hero, the slower-moving secondary characters underscore the great strain on the social fabric, illustrating the inability of individuals to escape the powerful regime's blueprint for segregation, and emphasising their personal trauma that leads to community strife. This allows the viewer to interpret the social effects of forced removals based on individual fates, not merely a political meta-narrative, and thus an exploration of human responses to traumatic historical processes. Against the historical background of forced racial identities and the legalisation of forced removals, the paper explores critical approaches to discourses around race and land ownership in film study, exploring ways of using this South African film series to teach democratic citizenship, one hundred years after the Natives Land Act of 19 June 1913.

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The construction of empathy in intercultural documentary film

What is the role of empathy in visual narrative? How can visual storytellers – such as documentary filmmakers – use the construction of empathy as a tool to increase our understanding of "the other" that exists outside our own selves, families, communities and cultures. Are there universal empathy triggers in narrative, or are they always culture specific? The world grows smaller and more connected, but also more divergent due to a multitude of information, voices and digital platforms. Thus the role of empathy grows larger and more important than ever. In theory, media input stimulates mirror neurons, which enable empathy. Practically, empathy is created through storytelling, which is not only the most successful remote means of creating empathy, but has actually been an engine of cultural liberalization and change, and a tool for increased social cohesion. I will demonstrate why I believe storytelling is the key to empathy creation, and why it is important. The logic is that emotions such as empathy can be used as arguments for cultural understanding. Experiencing empathy is also a powerful way to learn new things and change ones preconceived notions. Combining narrative theory with cognitive theories of emotion and fiction, the paper has a special focus on intercultural documentary film. The history of film shows that documentary has always had a special role as a medium that represents "the other". In recent years documentary film has found a new life on global digital platforms, such as Youtube-channels and interactive websites. The paper presents a comparative narrative analysis that identifies empathy triggers in contemporary documentary films that have found a global audience. The films in questions have been produced by both African and European filmmakers. The paper examines the similarities and differences in the construction of empathy in the films, and suggests certain key empathy triggers as universal storytelling devices as a conclusion.

Key words: empathy, narrative, documentary film, universalism