

Curriculum Vitae

ELBIE LOMBARD

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Qualifications

North West University Potchefstroom Campus	B Comm (Communication)	1995
North West University Potchefstroom Campus	B Comm (Hons) in Industrial Sociology (<i>Cum Laude</i>)	1996
University of the Free State	Master's Degree in Communication Science. Title of the thesis: The Representation of black women in South African magazine advertisements: A comparative study 1996 & 2006	2011

Modules/courses for which Mrs Elbie Lombard was responsible for since 2005

Year	Module code	Module name	Number of students	Language of instruction
2005	KOM112	Verbal and Nonverbal Communication	329	Eng & Afr
	KOM132	Interpersonal and Public Communication	342	Eng & Afr
	ILK112	The Nature and Characteristics of Information	18	Eng & Afr
	ILK132	Retrieval and Organisation of Information	13	Eng & Afr
	KOM122	Intercultural Communication	353	Eng & Afr
	ILK142	Information Infrastructure	14	Eng & Afr
	ILK242	Value Adding	8	Eng & Afr
2006	KOM112	Verbal and Nonverbal Communication	495	Eng & Afr
	KOM132	Interpersonal and Public Communication	483	Eng & Afr
	ILK112	The Nature and Characteristics of Information	20	Eng & Afr
	KOM122	Intercultural Communication	522	Eng & Afr

	ILK142	Information Infrastructure	21	Eng & Afr
	ILK242	Value Adding	11	Eng & Afr
2007	KOM112	Verbal and Nonverbal Communication	521	Eng & Afr
	KOM132	Interpersonal and Public Communication	492	Eng & Afr
	ILK112	The Nature and Characteristics of Information	43	Eng & Afr
	KOM122	Intercultural Communication	527	Eng & Afr
	ILK142	Information Infrastructure	21	Eng & Afr
	ILK242	Value Adding	11	Eng & Afr
2008	KOM112	Verbal and Nonverbal Communication	630	Eng & Afr
	KOM132	Interpersonal and Public Communication	526	Eng & Afr
	KOM122	Intercultural Communication	561	Eng & Afr
	ILK142	Information Infrastructure	20	Eng & Afr
	ILK242	Value Adding	12	Eng & Afr
2009	KOM114 (Extended programme)	Verbal and Nonverbal Communication	15	Afr
	KOM122 (Phasing out)	Intercultural Communication	80	Eng & Afr
	KOM124	Intercultural Communication	505	Eng & Afr
	KOM124 (Extended programme)	Intercultural Communication	15	Afr
2010	KOM114 (Extended programme)	Verbal and Nonverbal Communication	17	Afr
	KOM124	Intercultural Communication	603	Eng & Afr
	KOM124 (Extended programme)	Intercultural Communication	17	Afr
	BKO264	Visual Communication	302	Eng & Afr
2011	KOM114 (Extended programme)	Verbal and Nonverbal Communication	55	Eng
	BKO354	Applied Visual Communication	104	Eng & Afr
	KOM124	Intercultural Communication	668	Eng & Afr
	KOM124 (Extended programme)	Intercultural Communication	55	Eng
	BKO264	Visual Communication	302	Eng & Afr
	KOM344	Community Service Learning in Communication Science	220	Eng & Afr
2012	KOM114 (Extended programme)	Verbal and Nonverbal Communication	12	Afr
	BKO354	Applied Visual Communication	103	Eng & Afr
	KOM124 (Extended programme)	Intercultural Communication	12	Afr

	BKO264	Visual Communication	303	Eng & Afr
	KOM344	Community Service Learning in Communication Science	220	Eng & Afr
2013	KOM114 (Extended programme)	Verbal and Nonverbal Communication	100	Eng
	BKO354	Applied Visual Communication	103	Eng & Afr
	KOM124 (Extended programme)	Intercultural Communication	100	Eng
	BKO264	Visual Communication	303	Eng & Afr
	KOM344	Community Service Learning in Communication Science	235	Eng & Afr
2014	KOM114 (Extended programme)	Verbal and Nonverbal Communication	21	Afr
	BKO354	Applied Visual Communication	120	Eng & Afr
	KOM124 (Extended programme)	Intercultural Communication	21	Afr
	BKO264	Visual Communication	303	Eng & Afr
	KOM344	Community Service Learning in Communication Science	220	Eng & Afr

Postgraduate teaching load (name of module, credits, percentage responsible; supervision/co-supervision). Supervision of research article/research paper for honours degree:

Year	Student
2014	Segoete, L
	Motolo, CL
	Nkuebe, CM
2013	Nomsa Manyevere
	Lynette Kruger
2012	Joanie van der Merwe
2011	Tumiso Malvin Machala
2010	Letitia Ntlhake
2009	Tamlyn Jones
	Leon Latsky
	Carien Linström

Committees

Portfolio Committee on Community Engagement and Service Learning since 2008
ICT Interest Group since 2012

Conferences

Conferences attended	
International congress of the Southern African Communication Association in Pretoria, Gauteng, South Africa from 19-21 September 2005.	
International congress of the Southern African Communication Association in Pretoria, Gauteng, South Africa 17 September 2008.	
International conference held in conjunction with the Appalachian State University, North Carolina (USA) on community engagement and service learning in March 2010 in Bloemfontein, Free State Province, South Africa	
The first Just Design It Conference in Bloemfontein on the University of the Free State Campus, October 2012.	

Conference papers	
International Feminist Summit hosted by the Coalition for a Feminist Agenda in Townsville, Australia from 17-20 July 2007.	Presented a paper at this conference entitled "The portrayal of black women in South African magazine advertisements in 1996 and 2006: a comparative study" by Elbie Lombard and Dalmé Mulder.
International congress of the Southern African Communication Association in Bloemfontein, Free State Province, South Africa from 19-21 September 2007.	Presented a paper entitled "Images of black women in South African magazine advertisements: a comparative study between 1986, 1994 and 2006" by Elbie Lombard and Dalmé Mulder.
Attended the international congress of the Southern African Communication Association in Potchefstroom, North West Province, South Africa from 16-18 September 2009.	Joint paper with honours student entitled "Sensory marketing in the 21 st century business environment" by Tamlyn Jones and Elbie Lombard.
Attended the Faculty of Humanities Faculty Forum, Bloemfontein, Free State Province, South Africa on 20 July 2010	Presented a paper based on the research from my Masters Degree: "The representation of black women in South African magazine advertisements: A comparative study between 1994 and 2006" by Elbie Lombard and Dr Dalmé Mulder
Attended the international congress of the Southern African Communication Association in Johannesburg, Gauteng, South Africa September 2010.	Presented a paper on the findings of my Master's thesis which was co-authored with my study leader. The title of this paper was "The representation of black women in South African magazine advertisements" by Elbie Lombard and Dr Dalmé Mulder.
	Joint paper with honours student titled "Representation of African Beauty in the Drum magazine" by Lettia Ntlhake and Elbie

	Lombard.
Technology Showcase on the campus of the University of the Free State, Bloemfontein, Free State Province, South Africa from 31 August 2011 – 1 September 2011.	Read a paper on the advantages of Blackboard technology in the classroom. The title of the paper “Big problems becoming small: using the blackboard portal”.
Higher Education Learning and Teaching Association of Southern Africa (HELTASA) Foundation Colloquium Pretoria Monday 25 th June to Friday 29 th June 2012	Co-authored a paper on the Extended Programme in the Department of Communication Science with Ms Rentia Engelbrecht: “Experiential learning in the AFS programme: A comparison between English and Afrikaans classes”.
South African Applied Linguistics (SAALA) / Linguistics Society of Southern Africa (LSSA) and South African Association of Language Teachers (SAALT) Joint Annual Conference to be held from Monday 25 th June to Friday 29 th June 2012 University of the Free State, Bloemfontein, Free State Province, South Africa	Paper entitled: “Tattooing among SA students: Skin-deep communicative signs of a minority group?” by Elbie Lombard and Dr Luna Bergh.
1 st Annual International Feminist Journal of Politics (IfjP) Conference August 2-4, 2012 University of the Free State, Bloemfontein, Free State Province, South Africa	Paper delivered at this conference “Representation of women” by Elbie Lombard and Dr Dalmé Mulder.
HELTASA Conference 28 – 30 November 2012 Stellenbosch	Paper read at this conference “Experiential learning in the AFS programme: A comparison between English and Afrikaans classes in the first and the second semester of 2012” by Elbie Lombard and Rentia Engelbrecht
Just Design It Conference (2 nd JDI) Conference 25-26 July 2013, University of the Free State, Bloemfontein, Free State Province, South Africa	Tattooing among South African students: skin deep designs by Elbie Lombard and Dr Luna Bergh.
7th International Business Conference 2-4 September 2013, Seychelles	Tattooing among SA students: Commercialization of innovation by Elbie Lombard, Dr Luna Bergh and Dr. J van Zyl.

Community engagement

ATKV adjudicator for school public speaking	2005-current
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Articles

Authors: Dr. L Bergh, Mrs. E. Lombard and Dr. J. van Zyl

Title of report: Tattooing as personal branding: Commercialisation of creativity and innovation?

Institution: 7th International Business Conference

Published: Yes

Guest Lectures

Department of Social Work, University of the Free State, Bloemfontein, Free State Province, South Africa, 18 March 2013.	Designing memorable posters and pamphlets.
Academic enrichment session for newly appointed staff, University of the Free State, Bloemfontein, Free State Province, South Africa, 2 March 2012.	Prepared and read a paper on how to enhance class participation: "Interactive lectures-how do we do it?"
University of the Free State, Bloemfontein, Free State Province, South Africa, August 2009 and August 2010	Guest lecture for honours students in Communication Science on media monitoring.
University of the North West, Potchefstroom, North West Province, South Africa, September 2010	Lecture for first year students on the verbal dimension of intercultural communication.

Guest Speaker

Acted as Master of Ceremonies at the Annual Prize giving ceremony of the Faculty of the Humanities May 2010
Invited to be a guest speaker at the annual prize giving ceremony for Service Learning May 2012

Workshop presented

Conceptualised and developed a workshop on interpersonal communication and presented it on 14 May 2009 to secretaries of the University of the Free State, Bloemfontein, Free State Province, South Africa.	Outcomes of this workshop: <ol style="list-style-type: none">1. Understanding what is interpersonal communication.2. The influence of perceptions on interpersonal communication.3. The nonverbal dimension of interpersonal communication.4. How to listen and not only hear.5. Conflict and strategies to resolve it.
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Workshops, training and staff development

University of the Free State, Bloemfontein, Free State Province, South Africa.	2014	<ul style="list-style-type: none"> • Extended programme training, 30 January 2014 • Orientation for postgraduate students, 7 February 2014 • Scientific writing skills for postgraduate students, 10-11 March 2014
University of the Free State, Bloemfontein, Free State Province, South Africa.	2013	<ul style="list-style-type: none"> • Extended programme training, January 2013.
University of the Free State, Bloemfontein, Free State Province, South Africa.	2012	<ul style="list-style-type: none"> • Article writing workshop: Writing for publication. Presented by Dr Christél Troskie-De Bruin from 22-24 August 2012. • Sensory Intelligence in the Corporate Environment. • Sensory Intelligence: The value of sensory intelligence in education. Both workshops were presented by Anna-Marie Lombard. • Extended programme training, January 2012.
University of the Free State, Bloemfontein, Free State Province, South Africa.	2011	<ul style="list-style-type: none"> • Attended a workshop (24-25 October 2011) on how to draft your first article presented by Dr Christél Troskie-De Bruin. • Attended a workshop (27 May 2011) on how to write useful class activities for students in the extended programme. This was presented by Dr Arlys van Wyk.
	2010	<p>Attended the following staff development sessions:</p> <ul style="list-style-type: none"> • Post-graduate Studies (Prof. J. Mouton) • Techniques for Teaching second language students (Diane Harley) • Determining the readability of study material (Dr. M.J. Bezuidenhout) • Extended programme training, January 2010.
	2009	<p>Attended the following staff development sessions:</p> <ul style="list-style-type: none"> • What are the features of a successful mentorship relationship? (Prof. L Lategan) • Online Assessment (Ms Tiana van der Merwe) • Extended programme training, January 2009.
	2008	<ul style="list-style-type: none"> • Attended a staff development session on the Evaluation of Assessment Instruments on 13 May 2008 • Successfully completed the Introduction to Qualitative Research (SPQUAL) which is a Credit-Bearing Short Learning Programme. This was presented over six months in the second semester of 2008. • Attended an Appreciative Enquiry Workshop in November 2008.
ATKV (Afrikaans Taal en Kultuurvereniging Afrikaans		Completed a course which accredits one as a judge for public speaking competitions.

<i>Language and Culture Organisation).</i>		
University of the Free State, Bloemfontein, Free State Province, South Africa.	2007	<p>Attended the following personnel development sessions in 2007:</p> <ul style="list-style-type: none"> • Module evaluation; • Mentorship.
SANPAD (South Africa-Netherlands Research Programme on Alternatives in Development).		Attended a workshop in September 2007 on Academic Writing presented by Prof Jonathan Jansen (The current Rector of the University of the Free State).
University of the Free State, Bloemfontein, Free State Province, South Africa.	2006	<p>Attended the following personnel development sessions in 2006:</p> <ul style="list-style-type: none"> • E-learning; • Mentorship; • Using the Internet for research purposes. <p>Successfully completed a short course over six months in Assessment of Learning in Higher Education (SPALHE), 2006. This is a credit bearing course which testifies that one is a qualified assessor at a higher education facility.</p>

External Examiner

Nelson Mandela Metropolitan University	2012	Examined a treatise for a Master's Degree candidate. Title of this treatise: "An investigation into Nelson Mandela Metropolitan University students' perception of sexualised advertisements of three South African fast food brands" by Andrea Wignall.
Nelson Mandela Metropolitan University	2013	Examined a treatise for a Master's Degree candidate. Title of this treatise: "Nelson Mandela Metropolitan University Students' Perceptions of Television Advertisements for four SAB Beer Brands" by Robyn Tye.

Book Review

Experiencing Intercultural Communication: McGraw-Hill	Martin & Nakayama	2012	Reviewed chapters 1-4	This textbook has been adapted for the South African market by two authors, Prof. P. Schutte and Mr G.P. van Rheede van Oudtshoorn.
Experiencing Intercultural Communication: McGraw-Hill	Martin & Nakayama	2013	Reviewed chapters 5-13	This textbook has been adapted for the South African market by two authors, Prof. P. Schutte and Mr G.P. van Rheede van Oudtshoorn

Development of course material for textbook

Experiencing Intercultural Communication: McGraw-Hill	Martin & Nakayama	2013	Developed test questions chapters 1-13	
Experiencing Intercultural Communication: McGraw-Hill	Martin & Nakayama	2013	Developed PowerPoint class presentation for chapters 1-13	

I, Elbie Lombard, hereby declare that the information provided in the curriculum vitae is correct and truthful.

Yours sincerely



Elbie Lombard