

CONFERENCE PROGRAMME

WEDNESDAY : 19 SEPTEMBER 2007

08:00 - 14:00

REGISTRATION
C.R. SWART FOYER

09:00 - 12:00

PRE-CONFERENCE WORKSHOP
SENATE HALL
Convener: Gideon De Wet

Part 1: How to prepare and write an article for a scholarly journal.

Prof André Wessels: How to publish and not to perish.

Discussion

10:00 - 10:30

TEA / COFFEE: C.R. SWART FOYER

Part 2: ASSAF Report and NRF Workshop

Discussions on: Terms of reference of editorial boards, compositions, policies and practices, The implications of the ASSAF Report, Quality assurance of accredited journals, and other issues.

13:00 - 14:00

LIGHT LUNCH: C.R. SWART FOYER

14:00 - 15:00

OPENING SESSION
C.R. SWART AUDITORIUM
Chair: Mercia Coetzee

Welcoming – **Dalmé Mulder**, Department of Communication and Information Studies, UFS

Presidential address – **Estelle De Beer**

Keynote address – **Prof Achille Mbembe** (WITS) – The concept of an African University

15:00 - 15:30

TEA / COFFEE: C.R. SWART FOYER

15:30 - 17:00

SESSION 1
C.R. SWART AUDITORIUM
Communication plenary: General papers
Chair: Bert Olivier

1. **Pieter Fourie:** Auditing communication science: Lessons from Belgium.
2. **Mariekie Burger:** The European reflective PR paradigm and businesses' societal involvement in South Africa.
3. **Christina Jordaan:** Sex, sexuality and communication: A thematic analysis of the perceptions of young South African adults.
4. **Elirea Bornman:** Researching audiences: Some critical issues.

Questions

19:00

INFORMAL FUNCTION

Potjiekos and fun at Emoya Estate (Map on invitation ticket)

THURSDAY : 20 SEPTEMBER 2007

08:00 - 08:30

REGISTRATION : C.R. SWART FOYER

08:30 - 10:30

SESSION 2
C.R. SWART AUDITORIUM
Public relations / Corporate communication / IMC
Chair: Bianca Wright

5. **Dalmé Mulder:** Integrating marketing communication effectively

SESSION 3
SENATE HALL
Gender and ethnicity in the media
Daleen Krige

10. **Julie Reid:** Africanism: A critical study of the Western gaze of the

SESSION 4
BENITO KHOTSENG BUILDING 107
Film: The state of play
Chair: Anton von der Hoven

15. **Bert Olivier:** Pseudo-communication and the return of the

into an organizational communication environment.

6. **Nivana Bechan:** An investigation into investor perceptions of listed companies.

7. **Celeste Schackleton:** Developing key performance indicators for corporate communication: Making the intangible tangible.

8. **Vivian Claasen & Dalmé Mulder:** The incidence of Faith Popcorn's consumer trends among North-West University staff.

9. **Lydie Terblanche:** Developing a communication strategy framework for the southern Africa regional hunger & vulnerability programme.

Questions

African *Other* and its mythical representation in the visual media.

11. **Priscilla Boshoff & Jeanne Prinsloo:** Children's programming on South African television: Reflections on a content analysis.

12. **Jeanne Prinsloo:** Framing news mediations of the Zuma rape trial: Citizens and subjects in collision.

13. **Simpfiwe Sesanti:** Reclaiming space: African women's use of the media as a platform to contest patriarchal representation of African Culture – Womanists' perspectives.

14. **Nolwazi Dhlamini, Tokologo Mokoena & Anné Leonard:** What do urban females think of Oprah Winfrey's philanthropic efforts in South Africa? An exploratory critical theory perspective.

Questions

sophist: *Thank you for smoking.*

16. **Gerda Dullaart:** Stimulating creativity and transforming audience: A paradox.

17. **Janina Wozniak:** The figure of the commoner in a selection of films by Ousmane Sembene: An interpretation with Hardt and Negri's *Multitude*. War and democracy in the age of empire.

18. **Subeshini Moodley:** Narrative possibilities in a postcolonial context: Exploring film as critical articulation of the South African Hindu Woman's story.

19. **Damian Garside:** The Last King of Scotland: Neocolonial complicities and the African adventure.

Questions

10:30 - 11:00

TEA / COFFEE: C.R. SWART FOYER

11:00 - 12:30

SESSION 5
C.R. SWART AUDITORIUM
Advertising / Marketing

SESSION 6
SENATE HALL
Inclusiveness in broadcasting and

SESSION 7
BENITO KHOTSENG BUILDING 107
Communication: Education

	Communication Chair: Dalmé Mulder	video production Chair: Keyan Tomaselli	Chair: Veena Parboo Rawjee
	<p>20. Angelique Van Niekerk: Typography and layout in print advertising: Iconic functions based on convention.</p> <p>21. Chantelle Schutte & Anné Leonard: Do NGOs implement the principles for strategically integrated communication (IC)? An exploratory analysis of websites in the South African NGO sector.</p> <p>22. Bianca Wright: Beyond product placement: The possibilities of Advergaming in South Africa.</p> <p>23. Elbie Lombard: Images of black women in South African magazine advertisements: A comparative study between 1982, 1994 and 2006.</p> <p>Questions</p>	<p>24. Viola Milton: Imagining Afrikaans identity on the SABC.</p> <p>25. Monica Chibita: Walking the tight-rope: Indigenous language broadcasting policy in multi-lingual nations.</p> <p>26. Mariska Bertram: A discourse analytical approach to radio copy.</p> <p>27. Babalola Isiaka: Participatory video for effective rural media coverage.</p> <p>Questions</p>	<p>28. 'Yinka Osunkunle: Bridging the digital divide and the use of Information and Communication Technology in South African Universities: A comparison study among selected historically black universities and historically white universities.</p> <p>29. Sibonelo Malinga & René Benecke: The importance of leadership during experiential learning/service learning experiences.</p> <p>30. Danie Jordaan: Language attitudes among teachers in the Eastern Cape with specific reference to Isixhosa.</p> <p>31. Susan Engelbrecht & Anné Leonard: Merger-madness in the South African higher education landscape: The "fairytale with a twist" communication perspective of one case study.</p> <p>Questions</p>

14:00 - 15:30

SESSION 8
C.R. SWART AUDITORIUM
Public relations / Corporate
Communication
Chair: Mariekie Burger

32. **De La Rey Van der Waldt, Johanna Lambeas & Lee Luizinho:** Organisational personality as a corporate reputation variable: Exploring international traits in a changing society.

33. **Lida Holtzhausen & Lynnette Fourie:** Employees' perceptions of symbolic corporate identity elements and employer-employee relationships at Lonmin Platinum.

34. **Dineo Pooe, Ilse Niemann-Struweg & Corné Meintjies:** Professional corporate communication woman's perceptions of female roles in the corporate communication environment: An explorative liberal feminism perspective.

35. **Clarissa Muir & Andrea Crystal:** Absa's implementation of mobile banking as a value-added mobile business offering.

Questions

SESSION 9
SENATE HALL
Media Studies / Journalism /
News studies
Chair: Johann de Wet

36. **Arnold De Beer:** The lack of journalism and mass communication scholarship and publications in sub-Saharan English-speaking Africa: The need for a new approach.

37. **Ruth Teer-Tomaselli:** News as narrative: A case study of the Leigh Mathews murder.

38. **Gabriel Botma:** Poles apart: Mapping the field of arts journalism in South Africa.

39. **Rentia Du Plessis & Willemien Marais:** Cyber critics: Some basic guidelines for managing online user comments.

Questions

SESSION 10
BENITO KHOTSENG BUILDING 107
Communication: Health
Chair: 'Yinka Osunkunle

40. **Gideon De Wet & Colin Chasi:** Ubuntu and Buber's existentialist dialogue: An exploratory case study analysis of HIV/Aids communication.

41. **Rolf Gaede:** Measuring the visual representational latitude of nutrition education illustrations.

42. **Minrie Greeff, Paul Schutte, Corinne Strydom, Cornelia Wessels & Engela Du Plessis:** Communication experiences of role players during health service delivery by university students to a disadvantaged community in South Africa.

43. **Veena Rawjee:** The planning and management of HIV/AIDS communication campaigns at selected higher education institutions in South Africa.

Questions

15:30 - 16:00

TEA / COFFEE: C.R. SWART FOYER

16:00 - 17:00

AGM – SACOMM MEMBERS
C.R. SWART AUDITORIUM
Chair: Estelle de Beer

19:00

FORMAL FUNCTION

Centenary complex

FRYDAY : 21 SEPTEMBER 2007

08:00 - 09:00

REGISTRATION : C.R. SWART FOYER

09:00 - 10:30

SESSION 11
C.R. SWART AUDITORIUM
Film plenary: Recent scholarship on African Film
Chair: Ian Glenn

44. **Keyan Tomaselli:** 'Consciousness of Precedent': Studying studies of South African Cinemas.

45. **Lesley Marx:** Scotland *sous rature* in *The Last King of Scotland* (d/ Kevin Macdonald, 2006).

46. **Ian Glenn:** Hollywood and the new Afro-pessimism.

47. **Anton Van der Hoven:** On film studies in South Africa.

Questions

10:30 - 11:00

TEA / COFFEE: C.R. SWART FOYER

11:00 - 12:30

SESSION 12
C.R. SWART AUDITORIUM
Media plenary: Media and Ethics

Chair: Ruth Teer-Tomaselli

48. **Fanie Groenewald:** *Sub judice*: The last word not spoken yet.

49. **Marie Dreyer:** Debating skills develop social skills on the African Landscape.

50. **Mercia Coetzee:** The media and plagiarism: Who is responsible?

51. **Nicola Jones:** News values, ethics and the coverage of South African raconteur David Rattray's murder in the *Witness* and the *Mercury*.

Questions

12:30 - 13:00

PRIZE GIVING AND CLOSURE
C.R. SWART AUDITORIUM
Chair: Estelle de Beer

13:00

TAKE-AWAY LUNCH: C.R. SWART FOYER

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