

## EDITORIAL

"Change is the law of life. And those who look only to the past or present are certain to miss the future" (John F. Kennedy 1963).

With the current edition, change comes to *Communicare* as we strive to respond to the needs of our readers, contributors and the broad academic community. For many years *Communicare* has been publishing articles from beyond Southern Africa. The articles published in the journal are read worldwide, so it is only fitting that the title of the journal has changed from *Communicare: Journal for Communications Sciences in Southern Africa* to *Communicare: Journal for Communication Studies in Africa*. Since its inception in 1980, *Communicare* has been a subscription journal, but this year we are leaping into the future as the journal has become an open access journal. Open access publishing in recent decades has become a growing trend in publishing (Laakso 2011). Furthermore, globally, an increasing number of research funding agencies, especially those that rely on public funding, mandate publishing research findings under open access model (*The Economist* 2018).

While open access publishing has its critics, it has undeniable benefits. According to Springer (n.d.), open access content is accessed four times more frequently and cited 1.6 times more often and opens the door to broader collaboration. Tylor and Francis (n.d) states that in 2021 open access articles had 95% more citations and over seven times as many downloads than those that are not published on its open access platforms. Given that the full text of open access journals and articles can be freely read, *Communicare* strives to contribute to a wide dissemination of excellent African scholarship in communication. Unrestricted access to high-quality scholarly work is especially important for students and academics in Africa and other developing regions where individuals, colleges, and universities seldomly can afford expensive journal subscriptions. *Communicare* has also reinvented its editorial team and the Editorial Board with many distinguished local and international scholars from different communication specialisations serving on our editorial board.

We could not achieve the transition without the support of our new host, the University of Johannesburg Library Open Access Journals, the manager of the UJ Press Wikus van Zyl and the vice-dean of the Faculty of Humanities, Prof Brendon Barnes.

The journal retains its unique scope of a wide range of sub-fields within the field of communication. In this edition of *Communicare*, readers find articles on media studies, digital media, marketing communication, communication management and health communication.

In this issue Munoriyarwa and Chibale analyse how selected mainstream newspapers in South Africa frame Sino- South African relationships. They conclude that the framing is generally negative and oscillates around three themes: economic relations with South Africa, political ties with African regimes and China's record of human

rights violations.

Mmutle explores the strategic significance of internal communication in maximising and fostering high levels of employee engagement from the binary perspectives of managers and ordinary employees, concluding that the positive relationships between the parties and mutual benefits influence employee engagement.

Mekonnen and Angelopulo apply theoretical insights from the Nordic School to Integrated marketing communication (IMC) in the context of a brewery within Ethiopia's highly competitive brewing industry.

Mmbatha and Mabika both consider the impact of social media, albeit in a different context. Mmbatha investigates how social networking sites improve the productivity of small and medium enterprises in the tourism sector and how they positively contributed to the productivity and creativity of participating organisations during the pandemic. Mabika studies the perceptions and responses to cyberbullying among university students noting different reactions to cyberbullying among genders.

Waititu and Barker examine organisational factors that determine online knowledge sharing (OKS) behaviour in savings and loans cooperative organisations (SACCOs) in Kenya. They postulate that organisations must foster a positive working environment and a friendly organisational culture as the two most important organisational factors affecting OKS.

Serfontein-Jordaan and Bornman critically evaluate the Investor relations practices of JSE-listed organisations from the perspective of dialogical stakeholder engagement. Bokolo and Govender study the perceptions of educators about the benefits and barriers to PrEP uptake among school girls.

Anna Oksitycz

Editor-in-Chief

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