EDITORIAL

This issue of Communicare explores how messages of various kinds are used to influence and persuade in different environments. Whether this influence is exerted by an institutional communicator in a business context or whether it is used in contexts such as the social media, all of the articles in this edition of Communicare explore a relationship that results from the manner in which meaning is created and communicated. In her article, Du Plessis investigates the use of digital rhetoric in a social media environment and explores the possibilities it may offer sports marketers to communicate persuasive sports messages to a large target audience. The findings shed more light on digital rhetoric, specifically inductive logos used in a popular microblogging site with a view to promoting the 2011 World Cup event held in New Zealand.

Although the analysis of female role portrayals in advertising is not new, many of the studies conducted since the sixties do not fully reflect the diverse and progressive responsibilities that are now held by women in society. A study conducted by Lauer adds to the limited number of South African studies on female role portrayal in South African magazine advertisements, and her article makes a unique contribution by investigating the roles in which female models from different ethnic groups are portrayed in magazine advertisements. Her findings indicate that a significant relationship exists, on the one hand, between the product category that is advertised and, on the other, the ethnicity of the female models.

The author of the third article, Greeff, provides a stakeholder-theory account of safety-communication significance to the mining and construction industries in South Africa. While these industries are the biggest contributors to the Gross Domestic Product, they are also responsible for the biggest loss of life among their employee populations. This article seeks to scrutinise the communication to and the stakeholder relationships with employees working in these sectors. By investigating how organisations manage stakeholder relationships in respect of safety and safety communication, the author explores the extent to which theoretical assumptions of stakeholder-theory literature hold true.

Although it can be assumed that there is a positive relationship between good corporate identity-management practices and the quality of stakeholder relationships, limited research has nevertheless been undertaken to explore the nature of this relationship. In the fourth and final article

in this edition, Holtzhausen and Fourie investigate the relationship between corporate identity management and the quality of employee-employer relationships. Their research findings indicate that internal stakeholders (employees) are not as concerned about the visual representation of the institution as about the behavioural aspects of corporate identity. Consequently, non-visual identity elements – such as commitment, trust and integrity – may well be of greater importance in internal relationship management than are visual elements.